

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
12 West 31st Street, New York City

VOL. XC

NEW YORK, FEBRUARY 25, 1915

No. 9

8.



THE advertising expenditure of the Pennsylvania Chocolate Company of Pittsburgh, Pa., is small. Most of it is confined to trade work, occasionally supplemented with street, car and newspaper publicity of a very fine kind.

We consider it a typical Ayer account, despite the fact that many people speak of N. W. Ayer & Son as a house of large accounts. No expenditure is too small to command our best services, when it comes from people who make such a fine product and who have such a high appreciation of this house and its intentions.

"Zatek," the trade-marked product of the Pennsylvania Chocolate Company, is a name atmospheric of the chocolate country—an obvious adaptation of the word "Aztec." We coined the name and have conducted the advertising since its inception. We feel sure that, if questioned, the Pennsylvania Chocolate Company would say that our services are very helpful and satisfactory to them.

N. W. AYER & SON
PHILADELPHIA

NEW YORK BOSTON CHICAGO

(This is Advertisement Number Seventy-four of a Series)

Reading for Profit

STANDARD Farm Papers deal with means and methods for increasing farm profits.

They are not picked up for an idle hour's amusement. They are read for what they can and do suggest, to lighten farm labor, increase yields and decrease costs. They are *read*, not perused.

Every farmer is a business man with a "problem of production" on his hands with many more angles of loss in efficiency than the average factory.

All sorts of local conditions arise to be met or profited by.

And the Standard Farm Papers deal directly with these local problems—for these papers are published for a given class or section.

* * *

Your advertising in Standard Farm Papers appears alongside matter which is read for profit.



TRADE-MARK OF QUALITY

STANDARD FARM PAPERS

ARE FARM PAPERS OF KNOWN
VALUE

Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer
Prairie Farmer, Chicago
Pennsylvania Farmer
The Breeder's Gazette
Hoard's Dairyman
Wallaces' Farmer
Kansas Farmer
Progressive Farmer
The Wisconsin Agriculturist
The Indiana Farmer
The Farmer, St. Paul

WALLACE C. RICHARDSON, INC.,
Eastern Representatives,
41 Park Row, New York City.

GEORGE W. HERBERT, INC.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1898.

VOL. XC

NEW YORK, FEBRUARY 25, 1915

No. 8

How to Retain Trade-Mark Value After Patents Run Out

Precautions Can Be Taken as Suggested Below

By E. S. Rogers

Member of the Chicago Bar and Author of "Good-Will, Trade-Marks and Unfair Trading"

IT is sometimes stated that a trade-mark used upon a patented article becomes public property with the expiration of the patent. As a matter of fact, it does nothing of the sort, but two people, using the word "trade-mark" in a different sense could argue till doomsday and neither convince the other.

It has been said by people who should know that most of the disputes that are got into are due to the fact that the parties to them do not agree upon definitions. Therefore, before attempting to discuss a question upon which there is such difference of opinion, it is well to be sure that we understand the meaning of the terms we use.

A trade-mark is a symbol of business good will. It is the good will that is the valuable thing. One trade-mark or name, or what not, which symbolizes it is as good as another. Good will is the friendliness which people have toward a particular business or the goods it produces. It is what makes them wish to do business with a particular establishment or buy its merchandise. In order to be effective at all it must be capable of being directed specifically at something which presupposes and necessitates a means of identification. Concretely, if a year ago I bought a cake of soap which I liked and wanted to buy another of the same make, if there was upon that soap nothing which dis-

tinguished it from others, my friendliness and desire to buy again would be utterly futile, and equally, if there were means of identification and I could not remember them, my friendliness and desire to buy would be of no benefit to the maker of the soap and no use to me.

WHAT IS IMPLIED BY "GOOD WILL"

The thing which enables me to pick out from others the particular make of article desired is what fixes and focuses the good will that I have toward that particular manufacture. The idea of good will put in this way implies a choice between competing articles, so that, when I buy one, by that action I exclude others. There must be competition. There must not only be a means of distinguishing one make of product from another, but there must be in fact another product to distinguish from.

Therefore, a trade-mark is simply the means by which a purchaser is enabled to pick out the article which he does want and to avoid the article which he does not want. To do this there must be two or more.

As was observed by the House of Lords in a recent important case: "Where a man produces, or invents, if you please, a new article, and attaches a descriptive name to it, a name which, as the article has not been produced before, has of course not been used

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in connection with the article, and secures for himself either the legal monopoly or a monopoly in fact of the sale of that article for a certain time, the evidence of persons who come forward and say that the name in question suggests to their minds and is associated by them with the plaintiff's goods alone, is of a very slender character, for this very simple reason, because the plaintiff was the only maker of the goods during the time that his monopoly lasted, and therefore there was nothing to compare with it, and anybody who wanted the goods had no shop to go to, and no merchant or manufacturer to resort to except the plaintiff."

A patent gives, not as is commonly supposed, the right to make, use and vend an article of merchandise—that right exists without the patent—but the right to exclude others from making, using or vending an article of merchandise. It is a monopoly. There is no choice on the part of the purchaser. The concept of good will, as indicating an opportunity to choose—to manifest friendliness toward a particular make—is wholly lacking. The only choice possible is to buy or to refrain from buying. The Supreme Court once remarked in discussing the attempted valuation of the good will of a gas company:

"We are also of opinion that it is not a case for a valuation of good will. . . . The complainant has a monopoly in fact and a consumer must take gas from it or go without. He will resort to the 'old stand' because he cannot get gas anywhere else. The court below excluded that item and we concur in that action."

The name first applied to a patented thing is not a means of permitting a choice between the same merchandise made by different people. It indicates only a single article which is and can only be made by one. It is therefore not a trade-mark, because it does not symbolize a good will. To say that a person who has manufactured under his patent monopoly can acquire no good

will by the excellence of his work or the development of his business during the period of the patent would be seriously to ignore rights of private property, but the good will depends not on the patent, but on the excellence of manufacture, which is quite a different thing and independent of the patent.

THE FAMOUS SINGER CASE

Since *Singer v. June* is the foundation of law on the subject, it perhaps would be useful to find out exactly what this case is. In 1850 the firm of I. M. Singer & Co. was formed and produced the first practical sewing machine. This firm continued in the business of manufacturing sewing machines until June, 1867, when it transferred its assets and property to the Singer Manufacturing Company, a New York corporation, and the manufacture of sewing machines was continued by that corporation. In 1873, a new corporation, also named Singer Manufacturing Company, was organized under the laws of New Jersey and the New York corporation transferred its assets to it. The original members of the firm of I. M. Singer & Co.—I. M. Singer and Edward Clark—were the principal stockholders of both corporations and on their deaths their interests passed to their children and grandchildren. Sewing machines of various patterns, intended both for domestic purposes and for use in manufacture, were constructed by the firm and the corporations. The differences in the arrangement of the varying types of these machines were in some respects essential and extended to many, but not all the mechanical principles employed, although all the machines were in certain particulars covered by a few fundamental patents of which the corporations were owners or licensees.

None of the machines, however, was patented as a whole. The Howe patent, granted September 10, 1846, and which remained in force until 1867, covered the use of the eye-pointed needle in combination with a shuttle and auto-

matic feed. A patent issued to John Bachelder in 1869, and which remained in force until about 1877, covered the principle of a continuous feed.

The firm of I. M. Singer & Company purchased this patent and it subsequently passed to their corporate successors. A third important patent utilized in the machines was issued in 1851 to Allen B. Wilson, for a feeding bar. This patent expired in 1872. The Howe and Bachelder patents were not confined to the Singer machines, but were employed under a license by manufacturers of other sewing machines where an automatic feed was employed.

FIRST USE OF SINGER TRADE-MARK

Nearly one hundred other patents relating to sewing machine mechanism and attachments were owned or controlled from time to time by the Singers. The result was that all Singer sewing machines contained some features of some of the patented inventions and which to that extent distinguished them from machines of a similar class made by others. The machines for many years bore the name "The Singer Mfg. Co." but a few years before the Bachelder patent expired the Singer company began, in addition to the name of the corporation, to affix to all of its sewing machines a trade-mark consisting of a shuttle, two needles crossing with a line of cotton in the form of a letter "S" with a bobbin underneath. This device was placed in the center of an ellipse. Surrounding the upper half of the device were the words "The Singer Mfg. Co., N. Y." and underneath it were the words "Trade-Mark." This trade-mark was stamped on a brass plate of oval shape, attached at the base of the arm of the machine.

In 1879 the Singer company cast their trade-mark on the side of the legs of the stand of each machine. The machines were sporadically marked "Singer" in addition to the name or initials of the firm or corporation and to the trade-mark. After the expiration of the last of the fundamental patents the Singer company

changed its methods and put the word "Singer" on the front and rear of the arm of each machine, unaccompanied by the name of the corporation.

BASIS OF THE SINGER LEGAL CASE

There were other questions involved in the case and considered in the opinion, but the one pertinent to the present discussion was whether, under the circumstances above stated, the name "Singer" was the private property of the Singer Manufacturing Company or the common property of the public. Mr. Justice White stated at the outset of his opinion that the considerations upon which the legal issues depend are:

"(1) Were the sewing machines made by the Singer company so, in whole or in part, protected by patents as to cause the name 'Singer' to become, during the existence of the monopoly, the generic designation of such machines, as contradistinguished from a name indicating exclusively the source or origin of their manufacture?"

"(2) Irrespective of the question of patent, was the name 'Singer,' by the consent and acquiescence of Singer himself and that of the Singer company, voluntarily used as a generic designation of the class and character of machines manufactured by I. M. Singer & Co. or the Singer Manufacturing Company, so that in consequence of this voluntary action the name became the generic designation of the machines, or was the name solely used by the company as a trade-name, a trade-mark, or one exclusively indicating machines made by I. M. Singer & Co. or the Singer Manufacturing Company?"

On the first point the court found that the Singer machines were covered by patents, some of which were fundamental, and that the necessary result of the existence of these patents was to give to the Singer machines as a whole a distinctive character and form and which caused them to be known as "Singer machines," as deviating and separable from the form and character of machines made by other manufacturers;

that the Singer machines, as a whole, were a distinctive class, preserving a general uniformity of nature and that the word "Singer," by reason of this fact, had become generically descriptive of the machines manufactured by the Singer company.

Therefore, upon the first proposition enunciated by the court it was held that during the existence of the patent monopoly the Singer machines, by reason of it, had a distinctive character which was described by the word "Singer."

On the second point the court held as a fact that, regardless of the patents, the name "Singer" had been by the consent and acquiescence of the Singer Manufacturing Company voluntarily used by them as a description of their type of machine, so that it had become a description of it.

On the facts, therefore, the court found that the name "Singer" in a primary sense described a type of sewing machine, but it also was found that in a subordinate sense it indicated the make of the Singer Manufacturing Company, and that the defendant had used the word "Singer" on his machines unfairly and in a way which was calculated to deceive. Therefore, it was the court's duty to reconcile the right of the public to use the word "Singer" as a description and the right of the Singer Manufacturing Company to the good will which it had created by honesty in manufacture and business enterprise.

The result of this effort is shown in the decree which was entered. The defendant was enjoined from using the word "Singer" or any equivalent thereto in advertisements in relation to sewing machines without clearly and unmistakably stating in all such advertisements that the machines are made by the defendant, as distinguished from the sewing machines made by the Singer Manufacturing Company, and enjoining the defendant further from marking upon any sewing machine or upon any plate or device connected therewith or attaching thereto the word "Singer" or

words or letters equivalent thereto, without clearly and unmistakably specifying in connection therewith that such machines were the product of the defendant or other manufacturer and, therefore, not the product of the Singer Manufacturing Company.

RECONCILING CONFLICTING RIGHTS OF LITIGANTS

In this way the court sought to protect the Singer Manufacturing Company against the stealing of its good will created by its business methods and to permit the public to profit and to take advantage of the reputation and demand for a Singer machine as a desirable piece of machinery, irrespective of the maker of it. It will be seen, that like most unfair trade cases the question presented was primarily one of fact—what does the word "Singer" mean? Does it mean exclusively a machine made by the Singer Manufacturing Company or does it mean a machine of a certain type? The court held that primarily it meant a machine of a certain type, though in a subordinate way it meant a machine of the Singer Manufacturing Company. Therefore, the court strove to reconcile conflicting rights. If it had been shown as a fact that the name "Singer" meant only a machine of the Singer company's manufacture, doubtless the defendant would have been restrained from all use of it. If, on the other hand, it had been shown as a fact that the name "Singer" referred to kind or type exclusively no relief at all would have been granted.

The public has a right to the descriptive words of the language and it is difficult, where a new article, patented or unpatented, is put upon the market and a name given to it, to prevent that name from becoming a description, and it should be the effort of every producer of such an article at the very beginning to use every possible effort to prevent this.

The difficulty is that producers of patented merchandise do not separate the marks or names which indicate and which adhere to excellence of manufacture and those

Let's Get At the Reasons Back

—of Advertising Success

"Intelligent, Sustained Effort Insures Success."

That is our motto—adopted *for reasons*. More than any other five words we know this slogan puts a finger on the *Cause* of profitable advertising results.

Good business, in the final analysis, is bull-dog persistency, backed by brains—*organized efficiency* that knows no let-up.

The Nichols-Finn policy is decidedly opposed to flash-in-the-pan campaigns. We stand for intelligent effort that "carries through." A correct understanding of the market, proper advance work, distribution, sales co-operation, merchandising—the *merchandising of your advertising*. All these things are comprehended in our idea of Advertising and Merchandising Service.

Our success with and for our clients is based on practical, every-day work along these lines. We should like to tell you more about it.

Shall we send you a copy of our latest booklet, "Advertising with the Gloss Off"? Mailed on request.

NICHOLS-FINN

ADVERTISING COMPANY

222 SOUTH STATE STREET, CHICAGO

NEW YORK



"Intelligent, Sustained Effort Insures Success"

which merely designate the thing which would be equally in demand if reasonably well made by anybody.

The thing to be preserved and separately and unmistakably distinguished is the good will of the manufacturer who makes the article desired as one embodying excellence of material or workmanship as distinguished from the value or efficiency due to novel construction.

PRECAUTIONS WHICH CAN BE TAKEN AT THE OUTSET

Where one name only is used as the designation of a patented article, it is practically impossible to prevent that name becoming a description, the theory being, as announced by the Supreme Court in a case somewhat similar to the Singer case and decided a few years later: "During its whole existence the name (Rathjen's Composition) had been given to the article and that was the only name by which it was possible to describe it." Therefore, when a manufacturer is about to put upon the market an article made under a patent, it must be foreseen that some name will be and must be open to public use at the expiration of the patent as a description of it, and care should be taken to select one at the outset on that assumption and let its use always be subordinated to the trade-mark or trade-name proper, so that there will be no necessity for any one using the trade-name when the patent expires.

The reason, however, for the rule that the name given to a particular article becomes public property at the expiration of the patent would seem to fail if instead of only one person manufacturing and marketing the patented product, and using the name, there were a number, because in this event it would be possible to distinguish between different makes of the same thing. A name could be adopted as the descriptive name of the thing and the different makes distinguished from each other by a mark or name which would be technically a trade-mark or trade-name and

which would perform all functions of a trade-mark or trade-name, would permit distinguishing between different makes of the same article and thus be really a symbol of good will and the means of fixing a public preference due to excellence of manufacture.

WHEN A DESCRIPTIVE NAME BECOMES IDENTIFYING

If, for example, in the Rathjen case, referred to, there were several makers of the patented product, all using the name "Rathjen's Composition" to describe it and a distinguishing mark by each to designate his own manufacture, those marks, differentiating from one another different makes of the same thing, could not be held to be descriptive names and cannot be generic, but must be identifying and logically ought not to pass to the public at the expiration of the patent. The public, having the right, then, to make the thing would be given a common generic designation for it and would not be forced to adopt a mark which had previously been used only to distinguish a particular make and if used by others must of necessity deceive because it indicates only the maker. The difficulty with the Singer case was that the name "Singer" was held to mean two things. Primarily, a kind of machine, and in a subordinate way the maker of it.

If the method above outlined were carried out, one name would indicate the thing, another the maker of it and there would be no necessity then of a competitor using anything more than the name which designates the thing. In carrying out this suggestion the patent owner must, of course, relax his monopoly granted by the patent, but he gains the right to make the contention that his mark or name is a distinguishing one of his manufacture and not the descriptive name of the thing.

Assuming a marine product which has just been patented and is about to be marketed: The inventor's name, we will say, is Rathjen. It is decided to give a name to the article and "Rathjen's Composition" is selected. Several



SCOTSON CLARK
*the authority on posters,
who in eight years has
spent one million dollars
for artwork, both here and
in London, is associated
with the CHELTENHAM
Advertising Agency*

★
INGALLS KIMBALL

President

150 FIFTH AVENUE
NEW YORK

concerns are then licensed to operate under the patent. It must be foreseen that some name must be open to public use at the expiration of the patent seventeen years in the future and the name "Rathjen's Composition" is the one deliberately selected at the outset to go into the public domain, but the different makes of Rathjen's Composition are clearly identified and differentiated. Specimen labels would perhaps read as shown in the cuts herewith.

Each label would bear the statement: "Notice—the descriptive name of this article is Rathjen's

patent expires and attaching to his product identifying means not including the designation or generic name, which will be open to public use at the expiration of the patent.

Take as an example the name "Rathjen's Composition," which is used as an illustration because it has been held by the Supreme Court to be the descriptive name of an article the patent on which had expired. At the beginning it would have been well to have avoided the use of this name as the trade-name, but use it as a description and to use some such words as "Ship Brand" as the trade-name and to apply to every

package of the product a statement such as this: "Notice—the descriptive name of this article is Rathjen's Composition. The Ship Brand indicates that it is the manufacture of the Ship Supply Company"—in this way to carry out with a single producer the method suggested above.

At the same time the "Ship Brand," or whatever trade or distinguishing mark or name is adopted, should be used upon other goods made by the same producer

and not covered by the patent, so as to be able truthfully to assert that it is used to identify the merchandise of a particular producer and not to describe or designate a single patented product.

LATER PRECAUTIONS

The mere embodying of the descriptive name of the patented thing in a more or less complex trade-mark, just before the expiration of the patent, as a means of holding onto it, was tried in the Singer case and was a failure. The Supreme Court held that it did not help matters to do this. Other precautions, however, can be taken.

For example, the additional ad-



SUGGESTIONS TO AVOID THE LOSS OF GOOD WILL

Composition. The Ship Brand indicates that it is the manufacture of the Ship Supply Company" and on the Red Hand Brand a similar announcement would appear. No one would have the hardihood to guarantee this method against attack, but it seems to me that if the decisions of the Supreme Court are carried out logically, it is at least defensible.

If a patent owner is unwilling to forego his monopoly under the patent and is not disposed to permit others to share it with him, he may still preserve most of his good will, which is dependent on his efforts and a public preference for his goods, because they are his by anticipating future competition in the patented product when the



SCRIBNER'S



The man who spent
\$400,000,000

To build the greatest wonder
of the age

THE PANAMA CANAL

is writing his first and only account
of how he accomplished it for

SCRIBNER'S

Four articles beginning in
the March issue, preceded by
J. B. Bishop's article in Feb-
ruary, "PERSONALITY OF
COLONEL GOETHALS"

In MARCH—Government
Methods as opposed to contract
methods—team work and the
foundation of success.

In APRIL—Keeping 40,000
men loyal and efficient. "Benev-
olent despotism" and the Labor
Problems of the work.

In MAY—Organization that spelled success—the han-
dling of skilled and unskilled labor.

In JUNE—The Administrative Side, a novel experiment
in civil government—one-man control.

The articles are illustrated with many new photographs
and color pages from paintings.

The Goethals' articles are characteristic of Scribner's, a
magazine of the highest type and authority for progressive,
intelligent people.

"Member A. B. C."

vertisement "the kind you have always bought" and the signature of Charles H. Fletcher in connection with the original Castoria, might have been used immediately before the expiration of the Pitcher patent quite as well as after other Castorias appeared and might have been applied to the goods by means of an additional label. Anticipating competition, a conspicuous device could be adopted, for example, a band about a package with the statement "This band guarantees that the Castoria contained in this package is the genuine product made by the Centaur Company." The original product will at once become distinguished by the band, and imitation of the band close enough to be worth the while of a pirate could no doubt be restrained.

Ad Men's League Next Meeting

Direct-by-mail Advertising will be the subject under consideration at the March 4th meeting of the Advertising Men's League, New York. The division of discussion will be as follows:

- Initial or Primary Advertising Direct-by-Mail;
- Mail Follow-up of Periodical Advertising;
- The Physical Forms of Direct-by-Mail Advertising;
- The Mechanics of Direct-by-Mail Advertising.

Des Moines Newspaper Fire

The building and entire plant of the Des Moines, Ia., *Register and Leader*, morning newspaper, and the Des Moines *Tribune*, evening newspaper, were destroyed by fire early on the morning of February 21. The loss is estimated at \$200,000, about three-quarters of which is covered by insurance. Gardner Cowles, publisher and principal owner of the two papers, has stated the plant will be re-built immediately.

To Represent "Georgian-American"

Benjamin J. Kentnor, of New York and Chicago, have been appointed Eastern and Western representatives of the Atlanta *Georgian-American*.

H. C. Diehl Joins Detroit Agency

H. C. Diehl has joined the Pelletier-Tripp agency of Detroit.

Why Study Advertising?

BURROUGHS ADDING MACHINE COMPANY
DETROIT, MICH., February 20, 1915.
Editor of PRINTERS' INK:

The editorial in PRINTERS' INK for February 11, entitled "The Market for Advertising Ability," interested me very much, and you are to be congratulated for the attitude which PRINTERS' INK has taken on this subject. Your friend, the Chicago Advertising Manager, evidently hollered before he was hurt. The introduction of advertising courses in our schools and colleges does not mean that these colleges expect to graduate advertising managers. Far from it. Just because a man takes up a course in advertising, or business management, he is not qualified to step out and expect a position of authority.

Because a man takes a course in philosophy is no indication that he expects to enter the ministry.

It seems to me that the introduction of advertising instruction in our schools and colleges will make better-informed business men in every line, and therefore widen the advertising field.

It was my experience at the University of Michigan to find that the men in the psychology of advertising courses were the men who were following the business administration courses, and thought that their business education was being promoted by taking the courses offered in advertising.

W. A. HART,
Advertising Department.

Appointments to Federal Trade Commission

The President announced on February 22, the appointment of the following men to serve on the newly created Federal Trade Commission:

Joseph E. Davies, a lawyer, now Commissioner of Corporations and Secretary of the Democratic National Committee.

William J. Harris, Director of the Census. Formerly president of a Georgia fire insurance company, and chairman of the Democratic State Committee of Georgia.

William H. Parry, a promoter. Formerly editor of the Seattle *Post-Intelligencer*.

George Rublee, a lawyer. Recently associated with Louis D. Brandeis in helping shape the anti-trust programme of the Administration.

Edward N. Hurley, president of the Illinois Manufacturers' Association.

A Pioneer Advertising Woman Dead

Miss Emma B. Winter, one of the first women to be successful in the advertising profession, and the advertising manager of James A. Hearn & Son, department store owners in New York, died February 11, at her home in this city. Miss Winter was a native of Philadelphia. She came to this city when a young woman, entered the employ of the Hearn store and throughout her career remained with it.

Still Climbing

In 1914 THE AMERICAN BOY enjoyed the biggest advertising patronage in its history by 16 $\frac{2}{3}$ %.

Now Comes 1915

The gain in January is 525 lines or 8%
 The gain in February is 569 lines or 8%
 The gain in March is 2150 lines or 25%

The business so far in hand indicates a gain in 1915 of 25% over 1914

Contracts from advertisers who have not hitherto been using THE AMERICAN BOY, and many of whom are national, well-known advertisers, received so far this year total 69 in number. Many of these advertisers use but very few mediums but these are the leaders in their respective distinctive fields.

THE AMERICAN BOY is the leader in its field.

Letters like these (we get them by the hundred) show the absolute loyalty of THE AMERICAN BOY readers and why it is such a splendid advertising medium.

Wabasha, Minn.,
 January 6, 1915.

I am now 20 years old. I have enjoyed THE AMERICAN BOY so much in past years that I wish to express my appreciation to you for the good which your magazine does. In our family there are four boys. Each one of us in turn has taken THE AMERICAN BOY. It has been a constant visitor at our house for almost 15 years. Before I was old enough to read I remember seeing my brother reading THE AMERICAN BOY and one of the main reasons why I wished to learn to read was so that I could enjoy some of the splendid stories contained therein. Your magazine is manly, progressive, honest and clean. It is a great benefit to the younger generation and I hope some day to have "kiddies" of my own reading it.

Thanking you for the joy which your splendid magazine has given me, I am,

Yours respectfully,
 Pelham McGovern.

Providence, R. I.
 January 4, 1915.

I am no longer a boy. I grew up with your magazine. Its ideals have become a part of me. The things that I can't and don't want to outgrow are THE AMERICAN BOY ideals of honesty, straightforwardness and broadmindedness. Long live the A. B.

Sincerely,
 Burton F. Harrington.

Pueblo, Calif.,
 October 30, 1914.

I have subscribed for your magazine for nearly fifteen years and don't believe I have written you in that time except to renew. THE AMERICAN BOY is certainly a splendid magazine and I enjoy it, although I am a man grown. In a few years my son will be reading the magazine.

Wishing you success, I remain,
 Yours truly,
 Paul W. Jones.

THE SPRAGUE PUBLISHING COMPANY

J. COTNER, Jr., Secretary & Treasurer
 DETROIT, MICHIGAN



Eastern Office:
 E. S. MURTHEY,
 286 5th Avenue
 New York

Western Office:
 J. P. AHRENS, Jr.
 1417 Lytton Bldg.
 Chicago



A merchant places his show windows where the eye reaches them easily and often---he puts himself in the path of trade, and fills his store with stock worth while.

That is just what we do with our advertising—place it right next to reading, put it in the show window alongside the leaders, and then carry a stock of splendid fiction and articles to back it up.

Hearst's Magazine is constructed *to sell* (not to be given away) and to that end the selection of literature is made attractive enough to demand attention and to secure its sale on a non-returnable basis.

With your advertising placed next superlatively good reading, in a magazine worth while, at a reasonable rate, it should be profitable.

Such a magazine is Hearst's.

We are so much impressed with the goodness of the magazine that we

shall spend more than \$5,000 advertising the March issue to the public.

There are several hundred thousand people anxious for a magazine of Hearst's type and we shall let them know when and where to find it.

We have been interested in advertising sufficiently long to know that you can't afford to advertise a poor product—

and failure to advertise a good product is disastrous.

Hearst's has not only been made *big* in *size* but *superbly large* in quality as well—

and both its circulation and its advertising are booming.

Forms for April close March 2.

Hearst's Magazine

119 West 40th Street
New York

Hearst's Building
Chicago



McCLURE'S *in the* Big size

Three years of preparation lie behind the first number of McClure's in the Big size—three years, in which:

McClure's has achieved the largest circulation in its history.

McClure's has become the fastest selling magazine on the stands.

McClure's has trebled its expenditures for editorial features.

McClure's, with the reader, has reached the top of the heap.

The three years' work is done—the time has come to present the magazine that the reader approves in the form that the advertiser demands—

*the time has come, and
McClure's is ready*

Forms for May, the First Issue in the Big Size (680 lines), close March 15th

Edward Tilden, a Trainer of Executives

Standards of Business Efficiency Applied by the Late President of Libby, McNeil & Libby, the Chicago Packers

THE death in January of Edward Tilden, president of Libby, McNeil & Libby, the Chicago packers, removed a man who had proved himself highly skilful in developing efficient business executives. It was a matter of pride with him that the great concern of which he was the head was practically automatic.

The organization of Libby, McNeil & Libby was in fact an aggregation of many smaller businesses, made up of the various departments, which competed tooth and nail with each other.

Mr. Tilden looked at his job as chief executive of his company in an utterly impersonal way. No matter what the task, no matter how great its importance in the working out of the business, he regarded himself inefficient in the degree that he could not train someone to carry it through as well as, or better than, himself. He applied this test not only to himself, but to his department heads as well.

He had a genius for developing men. Once having developed a man he trusted him implicitly. Unlike some executives he did not believe that he had to go outside of his own organization to get capable men for big positions.

Here is a case in point. One of the executors of the Tilden estate is a young lawyer whom Mr. Tilden hired eighteen years ago as a bill collector. Mr. Tilden took a fancy to him; gave him a position, pushed him ahead from one position to another, finally making him attorney of Libby, McNeil & Libby. Although Mr. Tilden had the pick of two-thirds of the leading business men in Chicago for his executor, he chose the lawyer whom he had hired eighteen years ago as a collector, and whom upon completing his course at night school and being admitted to the bar, he had select-

ed to fight the legal battles of the packing company. No one knows Mr. Tilden's reasons for this, but it is quite probable he argued as was his custom: "I don't know about the others, but I do know this man—I trained him."

HOW TILDEN DEVELOPED MEN

The Tilden method of training men was as simple as it was effective. When you had reached a point where you were of some consequence—a department head perhaps—you were told that you were in business for yourself, and so far as Mr. Tilden was concerned you were. Your department had to show a profit or it would soon have a new department manager. Every department and every branch had to. They were all in competition with one another, each anxious to make the biggest showing, each jealous of its interests. "It was this inter-departmental competition," said a man who was very close to Mr. Tilden, "that has developed this business. It puts each man on his own resources, brings out the best in him and above all makes it easy to put your finger on any leaks."

One never thought of going to Mr. Tilden with excuses or explanations. You either did it or you didn't. If you did it—you did what was expected of you. If you didn't, you heard about it. Mr. Tilden's method of executive making was not along diplomatic lines. What he had to say he said in a very few, well-pointed words. He held nothing against a man. Whatever he thought, he spoke. But as soon as it was spoken it was forgotten, and a kind word brushed away any hard feeling.

"Success in business," he would tell his employees, "is one-third work, one-third ability and one-third loyalty."

An analysis of the organization of Libby, McNeil & Libby shows a thorough organizing hand. Here we see a great plant running as close to automatic as is possible. Each department is presided over by its manager who, as has been explained, is responsible for its success. Most departments have their own advertising appropriation, each its own sales and operating head. If the department

A charge of \$2.50 for empty sacks taken from one department to another has been the occasion of a half hour's battle of words between the interested department heads. It is this keen competition that keeps down manufacturing costs, and makes the business run so smoothly. There is no interfering with department heads in Tilden establishments. The man is told what to do, given a clue as to what is expected and then it is up to him.

SOME TILDEN ADVERTISING POLICIES

To illustrate the Tilden method of supervision it might be interesting to consider the advertising department. In the eyes of Mr. Tilden advertising was the means by which Libby, McNeil & Libby prestige was to be perpetuated. This, he firmly believed, could best be accomplished through a trade-mark, such as the Libby Maid. His idea was that all the advertising of a manufacturer should be linked together, so that no matter what was being advertised it would be instantly recognized as a Libby product.

Having such a trade-mark, Mr. Tilden believed that it should be kept before the public, year in and year out. Like Mr. Wrigley he contended that to stop advertising even for the briefest period was parallel to shutting off steam when the locomotive was half way up the incline. Mr. Tilden insisted upon dignity; dignity of statement and dignity of appeal. He was not inclined to think of advertising as a tool that could be used to accomplish sensational results. Fanciful advertising plans, with the flavor of a scheme, did



THE LATE EDWARD TILDEN, PRESIDENT OF LIBBY, MC NEIL & LIBBY

making pork and beans wants a hundred cans from the department making spaghetti, it will have to pay for them, and if the manager of the department making spaghetti sees his way clear to put on the screws a little and get more than the market price, he will do it mighty quickly. But, of course, there is nothing to prevent the manager of the department making pork and beans from giving the order to some outside firm.

not appeal to him. He wanted no stunts; no fireworks. To his mind the advertising department's duty was to conduct, with the co-operation of its agent, the J. Walter Thompson Company, the propaganda which he laid down.

"I want such and such a thing done," Mr. Tilden would say. The copy was written and submitted to him through the usual channel, if it was of a kind that called for his approval. Mr. Tilden would look at the copy a minute, perhaps, ask a question or two and then pronounce it "good" or "no good" as the case might be. He never picked it to pieces, changed a comma here, or put in a "the" there. He paid his advertising manager for doing that. A man of quick decision, he has often been accused of snap judgment—but those who knew him best say that in the long run that judgment had a very high batting average.

"I have known Mr. Tilden in an advertising way for a good many years," said a well-known Chicago advertising man, "and when I think back over the numerous talks and conferences we have held on advertising matters, what impressed me most was his attitude in regard to continuity of appeal.

"I remember one time, some years back, the suggestion was advanced that a certain monthly which had carried Libby business for several years be dropped from the list and a medium which offered a lower rate per thousand substituted.

"How much does that ad cost us?" Mr. Tilden asked.

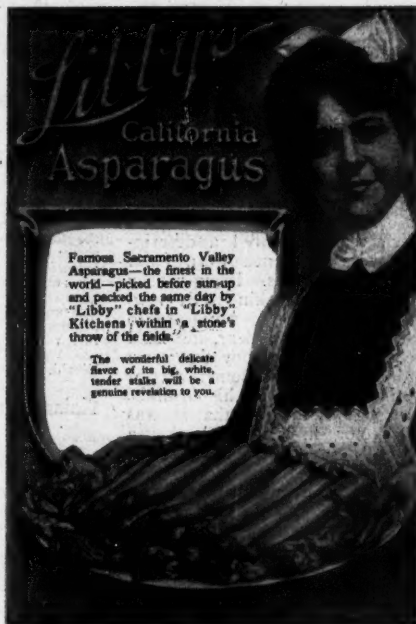
"He was told.

"How long have we used it?"

"Five years."

"Then we have \$25,000 invested in that publication. To discontinue using it now would be to throw that good will to the wind."

Asked what test Mr. Tilden applied to mediums to determine their worth to his company, this advertising man replied: "The editorial test. Mr. Tilden wanted



A UNIVERSAL TRADE CHARACTER APPEALED TO MR. TILDEN

mediums that reached the more intellectual people, for he reasoned that these were the people who controlled and formulated the opinions of others."

The same shrewd reasoning lies behind Mr. Tilden's use of third covers. Mr. Tilden, whose close buying is too well known to require comment, started using third covers when the supply was far in excess of the demand. He was able to buy them at an attractive figure. Other positions

might have been better, but that is not saying they were a better buy for the money. Once having started using third covers Mr. Tilden could not be induced to change. He evidently reasoned that people would look for his ads in a certain place, and since he had spent all that money getting them into that habit, he didn't propose to give some one else the benefit of his investment.

Nothing so aroused Mr. Tilden's ire in copy as to show him an ad with an exaggerated statement. Neither did he favor the use of superlatives. Copy to meet with his approval had to be brief—the briefer the better. "Write it so that the man who runs may read," he would say, "make it shorter." So convinced was he of the greater effectiveness of super-brief copy that many ads which really required a description were shortened to a point close to dangerous. Being a busy man himself, speaking only such few words as were necessary to make his meaning clear, he could see no reason for copy that went into detail. "Leave something for the imagination" was his formula.

In spite of the fact that he was a director in several banks, a leading figure among the packers, and worth several million dollars, Mr. Tilden always found time to read. He set aside a few hours before retiring for reading. He never was so successful that he could not learn something through reading of the experiences of others.

Will Speak at Hazen Dinner

Among the speakers for the Testimonial Dinner to be given to-night to Edward W. Hazen at the Hotel Biltmore, New York City, it is announced, will be the following:

Hugh Chalmers, of The Chalmers Motor Company; Cyrus H. K. Curtis, president of The Curtis Publishing Company; W. Morgan Shuster, of The Century Company, and F. Hopkinson Smith.

Wm. H. Johns of the George Bateman Company, will act as toastmaster.

Townsend With De Laval

Myron Townsend, who recently resigned as editor of the "Timken Magazine," published in behalf of the Timken Roller Bearing Company, Detroit, is with the De Laval Separator Company, New York, as an advertising writer.

Machinery Company Takes Museum to Broadway

Crowds were attracted to a window of R. H. Macy & Co. recently through a display made by The United Shoe Machinery Company, which showed the fourteen successive steps in the making of a Goodyear Welt shoe.

The fourteen shoes in progressive stages of completion were mounted on a circular wooden frame flanked by descriptive cards at each side.

Scattered around the central group were about fifty specimens of shoes, clogs, slippers, boots, sandals, etc., as worn by peoples in a score of countries. This odd, bright-colored collection was taken from the museum of the shoe machinery company and was gazed on with much interest by the public.

Statistics given by the company show that 107,500,000 pairs of Goodyear Welt shoes were produced by 572 factories in the United States in 1913.

Agricultural College Magazines Affiliate

An alliance has been formed among the following agricultural college magazines: *Cornell Countryman*, *Iowa Agriculturist*, *Purdue Agriculturist*, *Wisconsin Country Magazine*, *Penn. State Farmer* and *Illinois Agriculturist*. The size and advertising rates of the publications have been standardized. Application will be made for membership in the Associated Advertising Clubs of the World.

Kalamazoo Corsets to Be Advertised

The business of the Kalamazoo Corset Company, Kalamazoo, Mich., has been re-organized and Wm. J. Ellis appointed sales and advertising manager. An advertising campaign is being planned to begin in the spring, the business to be placed through Fuller & Smith, Cleveland.

Banquet for New York Ad Women

The League of Advertising Women of New York will hold its annual banquet at the Prince George Hotel, March 16. It will be termed a "Hail Columbia" dinner, to boost goods made in the U. S. A. Another unique feature will be the dancing to follow the banquet.

Eliot Joins the "Modern Hospital"

H. W. Eliot, Jr., formerly of the service department of the H. E. Lesan Agency, New York, has joined the staff of the *Modern Hospital* as manager of copy service department.

C. T. Southwick has given up his connection with Street & Finney, Inc., New York. Mr. Southwick has been a director and secretary of the agency.



MINING JOURNAL



Says the manager of a Canadian Gold Mining Company:

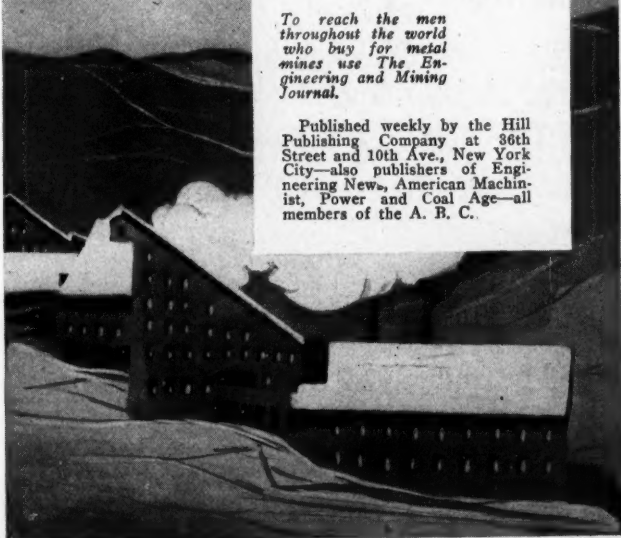
"I am keenly interested in both the matter and manner of the advertising carried by THE ENGINEERING AND MINING JOURNAL.

"I will not commit the absurdity of saying that I read the advertising pages in preference to the general reading matter of your valuable publication; but I will say that I read them first and consider it a part of my professional duty to do so to keep up with improvements in methods and machines pertaining to mining.

"Not only have they assisted me to make valuable purchases of useful equipment but they have kept me fully posted on latest offerings of available and desirable improvements and inventions."

*To reach the men
throughout the world
who buy for metal
mines use The En-
gineering and Mining
Journal.*

Published weekly by the Hill Publishing Company at 36th Street and 10th Ave., New York City—also publishers of Engineering News, American Machinist, Power and Coal Age—all members of the A. B. C.





THE BUTTERICK TRIO EXCEEDED THE CIRCULATION GUARANTEE FOR THE YEAR 1914.

The exact figures for 1914, when the audit is completed, will be furnished to advertisers, as in previous years, by Price, Waterhouse & Company, Chartered Accountants.

The Butterick Publishing Company has joined the Audit Bureau of Circulations.

For 1915, THE DELINEATOR, THE DESIGNER and THE WOMAN'S MAGAZINE will be audited by the Audit Bureau of Circulations.

The Butterick Publishing Company continues its guarantee of an average monthly net circulation of not less than 1,400,000 for The Butterick Trio for 1915.

The essence of the Butterick guarantee is that if the circulation falls short of the stipulated average, a pro rata rebate will be made to each advertiser affected.

THE BUTTERICK PUBLISHING COMPANY

BUTTERICK BUILDING NEW YORK CITY

NEW YORK

ST. LOUIS

TORONTO

CHICAGO

SAN FRANCISCO

LONDON

BOSTON

PARIS

ATLANTA

WINNIPEG

BERLIN

Advertising Lifts "Armco" Iron Out of Rut of Raw Products

What Was Done to Prepare for a Larger New Market

DOUBLE-SPREAD magazine ads last August signalized the beginning of an advertising campaign to make manufacturers and consumers of iron products buy iron that is 99.84 per cent pure, instead of just iron.

As most of the iron manufactured by the special process which makes possible this degree of purity is sold to other manufacturers to be worked up by them into various products, the Armco publicity campaign has for its object the popularizing of a raw product. The American Rolling Mill Company, of Middletown, O., licensed manufacturer under the patents, is a concern capitalized at \$8,800,000 and does an annual gross business of nearly the same figure. "Armco" iron is only part of its output; it does a large business in auto-body stock and steels of special analysis.

Advertising a raw product is a procedure that might be thought to be attended with some hazard and for the benefits of which one would have to wait a long time. In the case of Armco the results are reported as undoubtedly favorable. Whether the field was ready for advertising such a product, whether the advertising was unusually good, or whatever the reason, the fact is that sales have been decidedly larger since the advertising began to run than in the corresponding period of the previous year, and that the sentiment of the whole field is changing from indifference or mild interest to active curiosity and orders.

Some of the new converts say: "We don't care a continental about your product, although it's all right, no doubt, but we do care about your advertising." Other manufacturers are using Armco (American Ingot) Iron only after long experience with other materials and conclusive proof of the superiority of pure and carefully

made metal. These are the makers of water tanks, gas tanks, culverts, flumes, ventilating ducts, stoves and ranges, range boilers, drain pipes, burial vaults, silos, boat bodies and many other products of iron in which a high degree of rust-resistance is desirable.

The company itself manufactures roofing, siding, gutters, conductor pipes, shingles, etc.

Distributors who were buying Armco sheet metal and Armco products before the inauguration of the advertising campaign have been moved to a lively co-operation. And this attitude has naturally reacted on the salesmen.

"You have no idea how the advertising has helped me," one of them wrote back to the office after his first trip out with the new literature. "One stove manufacturer I wanted to see had always turned me down before. I took one of my cards and wrote on it: 'It's important this time.' I had the 'Armco Selling Helps' under my arm, which gave me something else than iron to talk about, and I sold him."

THE MEANING OF "ARMCO SELLING HELPS"

The "Armco Selling Helps" is the book containing proofs of the current advertising in magazines and daily papers, the analysis of their circulation by States and cities and some maps showing the same thing in a graphic way. These "Selling Helps" cost this company \$1.60 apiece, but they have been worth far more in the hands of the salesmen and the distributors.

Now, the theory on which the company and George Batten Company, its advertising agent, worked out the advertising campaign was that the best results would be obtained in the long run by not pressing for immediate business, but by first making the product known—making its peculiar char-

acter appreciated and the trademark standing for it familiar to all.

Iron, if you say it quickly, is a singularly unromantic, unhuman sort of thing. You can't conjure up much popular emotion with it. "Pure iron" does not sound any better to those who do not know what the purity of iron has to do with its utility. The company's *pure iron* had been marketed for several years past until the spring of last year under the name of "American Ingot Iron" and under this name it had been quite extensively advertised in the technical journals and by means of booklets and folders.

"American Ingot Iron" was too long in the mouth. The company shortened it to "Armco" by following the familiar device of combining the initials of the several words of its name. But as it was determined not to drop the words "American Ingot Iron," which possessed a large goodwill value, it retained them as a part of the triangular trademark design, putting the three words in small letters and the "Armco" in heavy letters across the face of the design. The triangle itself, rounded at the corners, suggested a forged piece of the product, and is more readily identifiable on that score.

There remained the humanizing of the iron as a thing precedent to advertising, a means of making the consuming public read and accept the advertising. And this was not so difficult a thing to do as it would seem offhand to be. Iron had seemingly been a little

neglected as a source of inspiration. We have read of the "romance of steel" and the "romance of copper," but iron, despite its enormous use, was the Cinderella of the metals until the American Rolling Mills Company discovered that the iron that resisted rust beyond all others and possessed, in consequence, a valuable industrial property was *pure iron*, and

Lincoln's Home
Springfield, Ill.



ARMCO IRON
Resists Rust

Better than the Iron Roof on Lincoln's House Did

The iron roof on Lincoln's Springfield home, after nearly seventy years, is still good, because the iron in it is almost pure. Impurities make iron rust.

The American Ingot Iron in Armco Roofing is purer than the iron in Lincoln's roof. Under like conditions an Armco roof would outlast that old-fashioned roof.

Besides rust-resistance due to purity, quality of galvanizing recommends Armco Roofing. Armco Iron, because of purity, dissolves very slightly in zinc galvanizing; therefore the zinc coating is purer and will last many times longer than the galvanizing on ordinary metals.

How to Get Armco Iron—Armco Iron, which has been and still is widely known as American Ingot Iron, is sold through Distributors of Sheet Metal, and is used for making sheet metal products by many manufacturers. You can buy Armco Iron products from hardware dealers, tinners and sheet metal workers. If you have any difficulty in getting Armco Iron, write to us for names of dealers and manufacturers who use Armco Iron.

The American Rolling Mill Co.
Middletown, Ohio
Largest manufacturers under Patent granted
International Metal Products Company



The trade mark ARMCO on the assurance that iron having that mark is manufactured by The American Rolling Mill Co. with the skill, intelligence and integrity associated with its products, and hence can be depended upon to conform to the highest degree the market demands.

Write for Illustrated FREE
Armco Booklets

Your dealer should have Armco Roofing, but need for his illustrated Armco Roofing Book. "Iron Roofs that Resist Rust" will give you money. So will the book, "A Journey to Armco Iron"—a mighty interesting story of the use of rust-resisting Armco Iron, in buildings, in pipe wire fences, in tanks, steel, water troughs, stoves, furnaces, etc. Read these two books.

Clip coupons for Free Books and mail today




The American Rolling Mill Company
Box 900, Middletown, Ohio

I am especially interested in Armco Iron for _____

NAME _____

Address _____

TYPE OF FARM PAPER COPY

that *pure iron*, in spite of prophecy to the contrary, could be made a commercial possibility.

It is a romantic fact, as commercial romance goes, that there is an iron pillar in Delhi, India, that has stood for 28 centuries and could apparently stand for 28 centuries more and be but slightly affected by the weather. Older than this pillar are the iron tools

that were found in the ruins of the lake-dwellers of Switzerland. A business man could see romance in the fact that an iron suspension bridge at Newburyport, Mass., was supported for more than 100 years by a chain of iron links, which were virtually unrusted. Abraham Lincoln's home at Springfield, Ill., has an old-fashioned tin roof, good after 70 years of exposure. Old forged iron nails outlast steel wire nails three times over. There are plenty of cases of this sort to give life to the advertising story.

IMPURITY OR UNEVENNESS CAUSES RUST

As manufacturers of iron as well as steel, the company has had occasion to consider the fact that modern sheet-metal products rusted far too readily in view of all these established facts respecting the ancient metal and that of our fathers and grandfathers. Research and experiment revealed the fact that iron rusts and disintegrates in proportion to the amount of impurity or unevenness of substance

and structure in the iron. The carbon and manganese, for example, which harden iron into steel, make it rust the quicker. The purer the iron and the more uniform it is as a result of skill and care in its manufacture, the less the danger of rust. Tin-plating, enameling and galvanizing are made much more durable by purity in the base metal.

Armco iron sheets cost more

than steel sheets, but they last longer, galvanized or ungalvanized. They do not last so long as copper, but they are cheaper. In other words, they come in between steel and copper, and are fitted, besides, for scores of uses which ordinary iron will not serve. Raising the grade has opened the door to a vast new market.

It was not a hard thing to tell a story like this when the house was ready to tell it. It was necessary to have a complete story to cover every point, and this naturally took the form of a booklet. "Defeating Rust" covers the whole ground as thoroughly as is necessary for the purpose and is plentifully illustrated.

Another booklet, "Iron Roofs That Resist Rust," describes the Armco line of roofing, siding, etc.

ARMCO FOR THE FARM

A third booklet, "A Visit to Armco Farm," tells in interesting fiction form of the varied uses to which Armco iron has been put on the farm for roofing, siding, silos, water tanks, troughs, fences, kitchen range, refrigerator, etc. As with the other booklets, illustrations are freely employed.

These booklets constitute the second line of advertising attack. They are featured in the ads and are sent out in response to inquiries.

Another strong card for the company was the service department of metallurgists, chemists and practical field men who were



These 5,000 Window Frames Were Made of Armco Pure Iron Because

ARMCO IRON Resists Rust

Before placing this big order the architects made thorough investigations to prove the rust-resisting quality of Armco—American Ingot Iron. They knew that a metal that would resist rust and corrosion would cut out big upkeep costs. Armco Iron, because of its unequalled purity and evenness, was found to be that metal.

The Associated Trust Co., of Kalamazoo, Mich., has adapted Armco Iron for window sash in spite of its higher cost, because of its superior durability, swelling resistance and unexcelled rust-resisting properties. The higher cost is more than balanced by the small number of sash damaged in construction because of imperfect rust-resisting. Estimated cost to home of Armco Iron is less than for other materials and because of the even texture of and freedom from gas bubbles in the iron. Armco Iron has already been adopted very largely by makers of refrigerators and other essential products for the home.



THE AMERICAN ROLLING MILL COMPANY
General Headquarters under Patent Office and Patent Office
Box 424, HUNTSVILLE, OHIO
Branch Offices in Chicago, Pittsburgh, Cleveland, New York, St. Louis, Cincinnati, Cincinnati

THE NATIONAL APPEAL THROUGH MAGAZINES

placed at the service of manufacturers, contractors and users who had troublesome corrosion problems to solve.

This was the equipment of the company to begin the advertising campaign. The company was well and favorably known. It had already a fair distribution for its "American Ingot Iron." It had booklets for follow-up. It had a service department to afford first aid to customers and prospective customers. Its advertising agent had made a careful exploration of the sea of opportunity, sounding its depths, charting the reefs and shallows, taking note of opposing currents of criticism.

The metal sheets which went out to be worked up in some other form were identified by being stamped every few feet with the Armco trade-mark, and manufacturers of stoves, ranges, refrigerators, etc., were furnished with tags and labels which they could attach to them. The tag for stove manufacturers to use, for example, read:

"The oven of this stove is made of Armco-American Ingot Iron, because Armco Iron resists rust," and on the other side, "Coal, wood, gas, soot and ashes all contain sulphur—a very corrosive agent. Alternate heating and cooling hurry the rusting process. Armco Iron resists these attacks better than other sheet metals. It is the best material for the vital parts of a stove. We use Armco Iron."

TECHNICAL AND GENERAL MEDIUMS

The campaign was announced to the trade in a series of ads in the following trade papers: *Iron Age*, *Railway Age Gazette*, *American Architect*, *Hardware Age*, *Iron Trade Review*, *Metallurgical and Chemical Engineering*, *Hardware and Metal* (Toronto) and the *Metal Worker*. The announcements also went out to the trade and to a large list of possible users in the shape of a house-organ, the "Armco Triangle."

The general schedule provided for the insertion of a double spread in the *Saturday Evening*

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Post at the start in August and pages and half pages monthly thereafter and pages and half pages monthly in these other mediums: *Collier's*, *Scientific American*, *World's Work* and *System*.

These newspapers were used

the advertising is running in spaces seven inches, double column, is as follows: *Country Gentleman*, *Hoard's Dairyman*, *Kimball's Dairy Farmer*, *Breeder's Gazette*, *Rural New Yorker*, *The Farmer*, *Farmers' Guide*, *Farmers' Advocate* and

Home Magazine, the latter giving Canadian circulation.

The first double spread accomplishes the purpose of giving Armco Iron a halo of human interest. The Iron Pillar of Delhi looms up large in it. There is a picture of the booklet on "Defeating Rust" which would attract the attention of every manufacturer making extensive use of iron, and there is a brief résumé of what the discovery means to the builders, householders, railroads, farmers, marine builders and manufacturers.

Subsequent ads develop pointed comparisons between Armco Iron and other metals used for the same purpose. A few "horrible examples" of the latter are given. But generally the presentation is wholly constructive, and the merits of Armco are left to speak louder than words against the defects of inferior metals.

These first ads with the analyses of circulation secured by the use of the mediums were bound up, as described, in the "Armco Selling Helps" and placed in the hands of the jobbers, distributors, dealers, manufacturers and their salesmen. The result is success in the campaign demonstrated within a period of six months.

Rust Costs Chicago Millions of Dollars

All over the city, thousands and thousands of dollars' worth of roofs, gutters, metal window frames, wire fences, metal freight and passenger cars, boiler tubes, gas tanks, water tanks, metal rail and uncountable other things are unnecessarily rusting away. You pay part of this great loss. In your own homes, there are stoves, refrigerators, wash-bosks, heaters, galvanized pipes, enamel-coated cooking utensils and many other articles made of sheet metal, crumbling away with rust long before they should.

ARMCO IRON Resists Rust

About ten years ago, Government scientists discovered that impurities made iron and steel corrode.

When impurities exist in iron or steel, an electrical action is set on, when the metal is exposed to moisture, which runs away the iron. Manganese and sulphur are probably the worst of these impurities, although any of them is injurious. Free gases contained in the material or any of the things which result in either physical or chemical weaknesses, have destructive effects.

Ironically, it has been proved that pure iron, carefully made, has the highest resistance to corrosion or rust.

The Discovery of Armco— American Ingot Iron

In spite of what was said about the unsuitability of making pure iron on a commercial basis, we finally produced pure iron. It is called ARMCO—AMERICAN INGOT IRON. ARMCO IRON is a new only the purest iron made, but in other respects it is the finest quality of iron produced—that is, it is iron of uniform grain and strength; it is slowly annealed and therefore is free from stresses and strains and its physical characteristics are such as to make it the most serviceable iron for a wide variety of uses.

Galvanized Coating

ARMCO—American Ingot Iron—because of its purity, is dissolved thoroughly into the zinc in the process of galvanizing, thereby the coating is deeper and will last many times longer.

THE AMERICAN ROLLING MILL CO., Middletown, Ohio

Largest Manufacturers under Patents granted International Steel Products Company

Chicago Branch Office, 1386 People's Gas Building

CHICAGO REPRESENTATIVES:

Chicago-Wholesale Co., 725 North Halsted Street
Squibb Hardware Co., 1222 North Avenue



The steel used ARMCO is the purest iron made, but in other respects it is the finest quality of iron produced—that is, it is iron of uniform grain and strength; it is slowly annealed and therefore is free from stresses and strains and its physical characteristics are such as to make it the most serviceable iron for a wide variety of uses.

ARMCO IRON is made in accordance with the following specifications:

ARMCO IRON is made in accordance with the following specifications:

than the galvanizing on ordinary iron or steel sheets. ARMCO IRON has stood the test of years, not only in our laboratory, but in actual use. ARMCO—American Ingot Iron—has withstood, for longer than steel or any other iron, salt air and salt water, the fumes of bromine and all kinds and conditions of weather.

How to Obtain Armco Iron

ARMCO—American Ingot Iron—is sold in sheet form through leading distributors all over the country. It is specified by architects and engineers and is used for making sheet metal products by many manufacturers. You can obtain galvanized or cold-rolled sheet metal, roofing, siding, gutters, drain pipes, stoves, refrigerators, etc., from your hardware store or from your ironmonger. If you have any difficulty getting ARMCO IRON, write to us for names of dealers and manufacturers who use ARMCO. For example, The Page Woven Wire Fence Co. use ARMCO—The General Forge and Iron Co. make Horseshoe Lath of ARMCO—Imperial Sheet Lath and several other styles are made in our own factory.

Our Service Department

of metallurgists, chemists and practical field men is at the service of manufacturers, contractors and all users who have troublesome problems of corrosion. Please feel at liberty to write to us at any time.

Write for our book "Defeating Rust"—a big story told simply. It gives the secrets of Armco—American Ingot Iron.

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Write for our book "Defeating Rust"—a big story told simply. It gives the secrets of Armco—American Ingot Iron.

THE NEWSPAPER COPY DISCUSSES WASTE IN THIS STYLE

three times a week for a month at the beginning, with space of 175 lines, triple column: *New York Times*, *Cincinnati Enquirer*, *Chicago Tribune*, *San Francisco Examiner* and *Pittsburgh Dispatch*.

The farm-paper list, in which

CONAN DOYLE GAVE IDEA OF WAR ZONE.

*Suggestion In His Story,
"Danger," Seized Eagerly
By the Germans.*

Special Cable Despatch to N. Y. World.

LONDON, Feb. 18.—Neutral Observer, in his fourth article in the Times, says that he asked a well informed German about the war zone decree and the reply was:

"We had the idea ready made for us in England. Sir Arthur Conan Doyle suggested the outlines of a plan which every German has hoped would be used. In his story, 'Danger,' It will tell you far better than I can what we intend to do, for we have submarines now, and as England is attempting to starve us we must show her that two can play at that game."

This, asserts Neutral Observer, was said with all seriousness, and in Germany Conan Doyle's story is referred to repeatedly in defense of the blockade.

"Danger" appeared in Collier's last August. Collier's will be the only publication in America publishing any Conan Doyle stories during the next two years.

Collier's ^{5¢ a copy}

THE NATIONAL WEEKLY

Chicago

NEW YORK

Boston

A. C. G. Hammesfahr, Adv. Mgr.

COLLIERS' CIRCULATION
ISSUE of JANUARY 16TH
Press Run.....841,900
Gross841,240
Net829,542
Net Paid.....820,012
Member A. B. C. and Quoin Club

Dr. Fu Manchu, the terrible Chinaman, appears in person in "The White Peacock," by Sax Rohmer. This thrilling tale is in the March 6th issue.

DON'T HIDE THE DOLLAR WITH THE DIME

"Don't hold the Modern Retailer so close to the advertiser's nose that it hides the American Sunday Magazine from view" was our parting paragraph in a recent letter to one of the eleven men on the firing line for our publication.

For in spite of the surprisingly cordial reception the Modern Retailer has received, in spite of the fact that the requests for copies from advertisers and retailers immediately exhausted our first issue and is forcing us to print a much larger second edition as well as to increase the size of the magazine itself, **the consumer demand of our 2,200,000 families is what the advertiser wants and pays for.**

The Modern Retailer which goes to every druggist, grocer, haberdasher and hardware dealer in New York, Boston, Chicago and Atlanta is the connecting link with these dealers—a valuable asset to our advertising service, in that it shows how many possible customers in their particular sell-

2,200,000 Circ

THE AMERICAN SUNDAY MO

220 Fifth Avenue, New York

Chas. S. Hall Adv. M

THE AMERICAN SUNDAY MONTHLY MAGAZINE

ing territory are being reached by the advertising stories in the American Sunday Magazine. Therein lies its value and it serves its purpose well. **But it's the 2,200,000 families the advertisers are after.**

Quoting from Mr. Garrison's article in the last issue of Printers' Ink, "It is virtually impossible to sell the jobber anything. It has got to be sold to the consumer. When you see a man who 'has the jobbers pushing the goods,' ask him how long that 'push' would continue if it were not for the 'pull' at the other end."

Do you know of a better method of producing this consumer demand than with the use of a beautifully printed magazine, with concentrated newspaper circulation going into over 7,000 towns and cities?

A definite advertising factor in 158 of the 228 cities of 25,000 population and over, i. e., reaching from one in every two to one in every ten homes in those cities—that is the American Sunday Magazine.

000 Circulation

MONTHLY MAGAZINE

Adv. Mgr.

908 Hearst Building, Chicago, Ill.

Who Reads Popular Mechanics Magazine



Answer=375,000*

Practical Minded and Intensely
Progressive People In ALL
WALKS OF LIFE.

HERE'S WHOM YOU REACH

Mostly In Their Homes. Which Means "ALL
THE FAMILY."

<i>Manufacturers</i>	<i>Lawyers</i>
<i>Dealers</i>	<i>Doctors</i>
<i>Jobbers</i>	<i>Dentists</i>
<i>Mechanics</i>	<i>Business Organizations</i>
<i>Contractors</i>	<i>Painters</i>
<i>Builders</i>	<i>Decorators</i>
<i>Architects</i>	<i>Florists</i>
<i>Telephone Co's.</i>	<i>Churches</i>
<i>Engineers</i>	<i>Tailors</i>
<i>Schools</i>	<i>Surveyors</i>
<i>Colleges</i>	<i>Plumbers</i>
<i>Farmers</i>	<i>Electricians</i>
<i>Bankers</i>	<i>Insurance Co's.</i>
<i>Brokers</i>	<i>Real Estate Co's.</i>
<i>Garages</i>	<i>Government Officials</i>
<i>Repair Shops</i>	<i>Exporters</i>
<i>Railroad Companies</i>	<i>Importers</i>
<i>Clubs and Lodges</i>	<i>Mfrs. Agents</i>

* 375,000 circulation guaranteed monthly.
Total press run March, 1915, issue 415,000 copies.

To Advertisers and Advertising Agents

If you are an advertiser or an advertising agent ask us on your letter head to send Popular Mechanics Magazine to your home address for three months without charge. Read it. Then you will appreciate the wide range of its *EDITORIAL POLICY*—its great educational features and why men in every business and profession become absorbed in its practical qualities. ADDRESS POPULAR MECHANICS MAGAZINE, NUMBER SIX NORTH MICHIGAN AVENUE, CHICAGO.

Open Letter to Dealer Who Asks, "What Right Has National Advertising?"

A Thorough Answer to a Merchant's Challenge

By Earnest Elmo Calkins

Of Calkins & Holden, New York

WM. G. HILDEBRANDT
GROCERIES, MEATS, FRUITS AND VEGETABLES
CHAPPAQUA, N. Y., January 9, 1915.
Editor of PRINTERS' INK:

What right on earth has national advertising, anyway?

What justification can you advertising men offer for its existence?

I am a dealer.

Every once in a while I buy or borrow a copy of PRINTERS' INK and other advertising publications and I read and hear a whole lot about the desirability of handling nationally advertised goods. I get a ton or more of circular letters and folders from manufacturers telling what a lot of advertising they are going to do—how it will "move the goods right off the shelves," "put a lot of money in my pocket," "start a stream of dollars and people moving my way," "turn my stock over so much quicker and oftener and enable me to make so many more profits," and so many other wonderful things to make me rich, prosperous and fat, if I will only lay in a stock of goods and put them in the window or advertise them in my local paper.

Most of them are especially keen about the latter. "Connect with our national advertising," they say. "Do as much for yourself in your local papers," some of them have the nerve to tell me, "as we are doing for you through our national advertising." And, "in order to make it easy" for me "to take advantage of the valuable work they are doing" for me, most of them are kind enough to send prepared advertisements and electrotypes. All with complete directions for using in my local paper and "getting my share of the big profits."

Very few of these national advertisers, however, offer to contribute towards the cost of this local advertising, and most of those few that do want you to burden yourself with an awfully big stock of their goods in return for an awfully small share in the cost of the local advertising—not to mention the trouble, time, mental energy and elbow grease involved in looking after the work so graciously laid out for you by the benevolent national advertiser.

Now what I'd like to know is this:

If, as so many of them say or imply in their circulars, my local advertising is necessary to make their national advertising more effective, if the more local advertising I do brings so many more people into my store who have seen "the ads in the magazines" tell me then, please, you advertising men, why national advertising is necessary at all?

What proportion, do you suppose of those whom my local advertising brings into my store, don't see the corresponding magazine ad?

What proportion would come whether they saw it or not?

How do you know but what a proportionate share of the money spent in magazine space added to the amount invested in local space, would not bring far more people into my store for a given brand of goods than the same amount split up between magazines and local papers?

Tell me, if you can, why the manufacturer wouldn't sell more goods if he cut out national advertising entirely? Does any manufacturer know for sure from his own records and experience that national advertising is absolutely essential—that he couldn't reach more people by depending upon local advertising entirely?

Of course I'm not a manufacturer, and I look at things from a dealer's view-point, but as a close observer of business methods for many years, I've come to the conclusion that national advertising is the modern fetish—"everybody does it because everybody does it." I may be wrong—but I'd like to have some tangible proof to the contrary.

Can you or some of your readers, in the interest of good advertising, offer it to me?

WILLIAM G. HILDEBRANDT.

Jan 21, 1915.

MR. HILDEBRANDT: You ask, "What right on earth has national advertising, anyway?"

The answer to that is easy. It is that the national advertiser, or in other words, the manufacturer, has a right to exploit his business in any way he sees fit. But that does not answer the real question behind your rhetorical question, which is this: "Why should I sell advertised goods?" "How am I benefited by national advertising?"

In other words, while the manufacturer may exploit his business in any way he sees fit, he must, for his own sake, exploit that business in a way which will appeal to the dealers who distribute his goods.

That puts a new wrinkle in this

question, because your point of view, whether it is a wrong or a right one (and I hope before I have finished I will prove to you that it is a wrong one) must be reckoned with by the manufacturer who advertises in the hope of selling his goods through your store.

I will leave the question of the dealer's advertising helps and other advertising material which you receive in such large quantities for discussion later, while I take up the question of the advertised goods themselves and their relation to your store and your customers.

CONSUMER'S RIGHT TO KNOW BRANDS

The people who buy at your store have a right to know the name of the maker of the goods they buy. While advertised goods are not essentially, on account of their advertising, better than unadvertised goods, they are apt to be. The handling of advertised goods tends to standardize the whole transaction. Makers of unadvertised goods recognize the value of advertising by cutting the price of their own goods in order to influence the dealer, which is not in the long run to the best interest of your customers. Whatever your individual experience may have been, the selling of goods by advertising has proved of great benefit to the great mass of people in more ways than can be specified in a single letter like this.

This brings us up to the specific advertising of a given manufacturer whose goods you sell.

This manufacturer, having spent his appropriation in national advertising in magazines, or newspapers, or street cars or billboards, or some of them, or all of them, and having taught people to believe that his goods are desirable and that the price is right, and that they can be obtained at a reasonably large number of retail stores, realizes that there are many dealers whose mental attitude toward all this work is the same as yours. He tries to stimulate the good will that he ought to have

from you by offering you various advertising helps.

The retail dealers of this country in all lines spend through the pages of their local papers millions of dollars in advertising—much more than all the money spent by all the national advertisers—but very little of this advertising is as good as it should be.

The manufacturer realizes that the dealer who advertises regularly and has to fill a certain space in his local papers appreciates advertising help of some kind. Many manufacturers have made the mistake of supplying to the dealer such help overloaded with their own advertising. I believe that there is room for improvement in the ready prepared advertising which the manufacturer furnishes the dealer. I think that a large amount of the stuff sent to you has undoubtedly been worthless. If you had looked at it more critically than you evidently have, you would probably have found some good things in it. Also in writing about it stronger claims have been made for it than should be.

But let me ask you a few plain questions:

Do you or do you not believe that advertising in local newspapers helps a retail store?

If such advertising helps a retail store, should it not be based upon the goods that that store sells?

If your store is going to advertise the goods upon its shelves, which advertising will go farther—the advertising of the unknown goods that you sell or the advertising of goods that are otherwise advertised by the manufacturer?

If you should prepare copy yourself about the goods in your store, and if you should decide to advertise goods that are nationally advertised, would you or would you not welcome an intelligent advertisement furnished by the manufacturer of these goods?

This is the theory of the ready-made advertising supplied you by the manufacturer.

If you advertise, you probably utilize the mailing of your bills each month to carry some sort of



A Way to Visualize Large Numbers Such as Circulations

THIS issue of Printers' Ink, with its articles and advertisements, contains approximately 200,000 letters. Suppose you imagine that each letter represents an American home. Every *a* stands for a home, every *b* means a home, every *c* is a home, and so on down the alphabet. The word *t-h-e*, for instance, instead of being a word, would be as above.

Before you go any further, leaf through this issue, stopping now and then at no matter what word, and vision it as homes—each one sheltering father, mother, a child or two, maybe a guest or relative—each home the theatre of love, hopes, fears, conversation, laughter, comfort; or, more prosaically, each a buying center that never intermits.

Even this advertisement, with its 1,300 letters, will furnish your imagination as many houses as there are in Dowagiac, Mich.

A paragraph is a street, a page is a town, an article is a city. Does the exercise awaken awe? Does it give you a new hint of the bigness of these United States? If so, remember it would take **FOUR ISSUES** of Printers' Ink to symbol the circulation of Today's Magazine, with its 800,000 homes reached every month. Better yet, Today's goes into that unthinkable vast mass of families welcomed and looked for, for it was sold without one trace of compulsion. Better even yet—for you, Mr. Advertiser—it is *read*, every page and line, because it is superbly edited by a woman who knows women.

So, when you idly and experimentally visualize half a dozen letters, weave into your picture of each home the pleasant excitement of the little family on the day this magazine arrives and is unwrapped.



**THE MARCH
WOMAN'S HOME COMPANION**

has the largest circulation
of any issue ever published

March

increased over February

February

increased over January

And January

was more than 70,000 in

excess of January, 1914

**The wise man
buys on a rising tide**

WOMAN'S HOME COMPANION

GEORGE D. BUCKLEY

ADVERTISING MANAGER

a stuffer or folder about your business. Here again, if you sell advertised goods, would not a folder about advertised goods have more weight with your customers than a folder about unknown goods? Is that folder any less valuable because it has been prepared by a manufacturer's advertising expert than when it has been prepared by you personally?

No retail store can afford to hire the advertising services that a manufacturer can hire. He is undoubtedly able to furnish you better literature than you can get up yourself. If that literature is biased in favor of his goods, that is the pay he gets for the expense this matter costs him.

The only answer you can make to all these contentions is that you do not believe in advertising at all. If you do not, there is no argument upon which I can base a letter in reply to you, because the cause of national advertising rests upon the same sound basis as the cause of retail advertising.

The dealer who does not believe in advertising and, therefore, does not use it, is so hopelessly out of the running in these days, that his attitude toward national advertising is more or less negligible.

I do not believe you belong in that class. I imagine that you are a keen and live advertiser yourself, and that if you wrote the letter which you have signed, you are able to write some pretty forceful advertising of your own.

You are one of a large class of dealers who imagine that their interests and those of the manufacturer who advertises are diametrically opposed. To some extent they are. It is true that the dealer who exploits the manufacturer's goods in his own advertising thereby ties himself up with those goods, but it is not true that he thereby lessens his own importance in the town where he lives.

The great success of nationally advertised goods in the last twenty years means nothing, unless it means that the public is absolutely sold on the idea of advertised goods. Unless enough of the public were convinced, convinced often enough and con-

vinced about a great enough number of advertised goods, to make a large percentage of this advertising successful, it would never have existed until now. Therefore, if the public's attitude toward such goods is favorable, if the public buys them by preference, then the dealer who boldly proclaims that his store is filled with advertised goods is advancing his own interests.

The other view is a narrow, petty and small one—the dog-in-the-manger, penny-wise - pound-foolish attitude. That is the view of the dealer who says, "I won't help any manufacturer sell his goods, even if I go bankrupt. I will cut off my nose and spite my face."

A CASE IN POINT

The Crofut & Knapp Company manufactures hats. A salesman of this company called on a hatter in a certain town who said: "I like your hats and I want to sell them, but I am much better known in this town than you are. If you will let me have your hats with my label in them, I will take twelve dozen."

The salesman was a diplomat. He said:

"Let's make a test case of this. Let me sell you six dozen with the C. & K. label in them, and I will sell you six dozen with your own name and label. Then we will see at the end of the season whether the C. & K. label or your own label is the better seller."

At the end of about two months the Crofut & Knapp Company received a telegram from this dealer saying:

"Please send me seventy C. & K. labels."

In other words, he had sold seventy-two hats with the C. & K. label in them and two of the same hats with his own label in them in the same time.

Something like this is true more or less of all advertised goods—not altogether, because I am very far from claiming that only advertised goods are reliable, or even that all advertised goods are. I believe that there are a great many lines as good as or even

better than the corresponding advertised goods. The point is just this: that the customer demands a surer ground to stand upon. He wants to know who makes the goods he buys. He knows that the dealer does not make them, and he knows that however good a dealer he may be, he cannot endorse the goods as the manufacturer can. He does not want to buy goods with a jobber's trade-mark upon them. He wants the trade-mark of the original manufacturer. His demand for such goods is steadily increasing. It is the interest of the manufacturer who advertises to see that that demand increases. It is the logic of advertising. The dealer who fights it will either give in in the long run or give up altogether. The dealer who appreciates that he can use this advertising to his advantage and who does so use it, who discriminates in the lines he carries, who doesn't buy a line simply because it is advertised, but who doesn't refuse to stock a line for the same reason, will in the long run have a better business and a better standing in his community than the dealer who follows an opposite policy.

Large stores, especially department stores of the class of Wanamaker's or Marshall Field's, make a practice of avoiding advertised goods and selling products with their own names upon them. In some cases these products are identical with goods that are elsewhere trade-marked, and in some cases they are specially manufactured for them. Orders from such stores are so large that they frequently take the entire output of a factory. Frequently the goods so made up for these stores are of the very best quality. Nevertheless in both Wanamaker's and Marshall Field's, and in other stores of a similar class all over the country, there is carried a certain percentage—small, it is true, but still in evidence—of advertised goods. These are the goods for which the public demand is so strong that even a large and powerful department store cannot ignore it.

The point that you bring up

about manufacturers who ask you to advertise their goods in your local newspapers is an interesting one. But the manufacturer does not mean that the dealer's advertisement is necessary to make his advertising effective. What he says, or what he should say, to you, is: "If you will advertise in your own local newspaper that you carry these goods, you will get the benefit of the advertising I am doing, but this advertising I am doing is going right on selling goods through the stores that will carry them, whether you join or not."

DIFFERENT CLASSES OF MEDIUMS ALL AID

The sharp distinction that you draw between magazines and newspapers exists only in your own mind. The magazines and newspapers are both mediums reaching the public. The difference is, as far as the manufacturer is concerned, that the magazines as a whole cost less than the newspapers as a whole.

A national campaign run in newspapers of the cities where the manufacturer's goods are sold is unquestionably the ideal campaign, but it can be conducted only by a manufacturer whose business is so large that he can spend profitably a very large appropriation. Magazines offer a less expensive way of covering the entire United States, covering it not so effectually as newspapers, but still covering it.

Finally, the suggestion that it would be more effective for the advertiser to divide his appropriation among the dealers who sell his goods than spending it in the magazines.

This is sometimes done, especially where there is only one dealer in a town that carries the goods. As a rule, however, where unlimited distribution is necessary and where a number of stores in each town sell the goods, it is impossible for the manufacturer to do this. His plan is to convince the public that the goods are desirable, and then to urge each dealer to let that public know that he carries them. This



Write or Wire for This Booklet

Because every manufacturer who sells to the Engineering, Maintenance of Way and Signal Departments of railroads should know why the

Maintenance of Way Daily

will assist him; for in March at Chicago the American Railway Engineering Association will hold its annual meeting. The same week, the Railway Signal Association holds its stated meeting. This 1915 handbook gives the subjects to be discussed as well as the committees in charge. All the details about the MAINTENANCE OF WAY DAILY and other important facts are in this 1915 handbook. Write or wire for a copy if you wish all the facts. The times are ripe; for already the railroads are buying heavily.

Simmons-Boardman Pub. Co.

New York

Chicago

Cleveland

Members of the Audit Bureau of Circulation

is sound and right, and in the long run the most efficient and economic method of distributing goods.

The last question in the letter is the most astonishing one. It asks why the manufacturer could not sell more goods if he cut out national advertising entirely. I cannot take this question seriously because I have never heard it seriously contended that advertising reduced the sales of goods, however ineffective it was.

I am reminded of the little boy who fell down a long flight of stairs into the street. A kindly old gentleman stopped and asked the usual fool question: "Did it hurt you, little boy?"

The little boy got up, rubbed himself and limped off, saying: "Well, it didn't do me a darned bit of good."

TWO PATHS OPEN FOR THE RETAILER

There is one thing more for you to consider, Mr. Hildebrandt. The contest between advertised and non-advertised goods, as far as the dealer is concerned, is fast becoming one of relative profit to the dealer. The non-advertising manufacturer, realizing that he can never compete with the consumer-demand created by the advertising of his competitor, promptly bribes the dealer with the offer of a lower price. This lower price does not benefit the consumer. It is a bonus to the dealer to fight advertised goods.

The dealer who will not sell advertised goods and pushes unadvertised goods, lays himself open to the suspicion of selling not the best for the price, but the thing that pays him best. You may ask: "Why should I not? Am I not here to make all I can?"

That would be good business if it were good business. But if the public knows, and it is learning more every day, then it is a short-sighted policy. It is the policy of a man who would walk rather than pay five cents carfare, who would light his store with kerosene rather than pay the higher price of electricity. The machinery of national advertising is the best method of selling goods—the best

for all concerned—maker, retailer, user—and the dealer who refuses to ally himself with it and take advantage of the lower cost of selling and the good will of the consumer, is standing aside and letting the Broadway Limited go on without him, while he sticks to the stage coach.

These facts remain and cannot be controverted. The quality and standard of advertised goods are higher than of non-advertised goods. The advertising of a manufacturer is a contract between him and the public always to keep up the quality. The tendency of advertising is to improve the quality. The retail store benefits by these things. It is enhanced in the eyes of its customers by their working out. All the objections of all the dealers to various imperfections and drawbacks of this method of distribution and sales are outweighed by all its advantages and ultimate righteousness.

Do not, Mr. Hildebrandt, let the injudicious and unwarranted claims of some manufacturers obscure the truth and force and logic that are behind the right of every manufacturer to be known to the consumer by the goods he makes, to be responsible to the consumer for their quality, and to use your store as the natural and inevitable distributor of them.

Chicago "Examiner" Adds to Staff

Recent additions to the advertising staff of the Chicago *Examiner* are Harold Polachek, formerly with A. Stein & Co., Chicago, manufacturers of Paris Garters, and M. E. Phillips, recently with Nelson Chesman & Co.

E. A. Westfall With Boston "American"

E. A. Westfall, for a number of years business manager of the New York *Globe*, who recently joined the Hearst organization, is now connected with the Boston *American*.

Blumenthal With Traffic Service Bureau

S. O. Blumenthal, formerly with H. Sumner Sternberg, New York, is now advertising manager of the Traffic Service Bureau, Chicago.

The Introduction of a "Family of Products"

Should the Effort Be to Market One Product at a Time, or Can the Whole Group Be Launched Together?

BUSINESS expands gradually: extensions are made to old lines and new lines are added. No business is born full grown like Aphrodite rising from the sea.

Previous articles in **PRINTERS' INK** have indicated the tendency on the part of manufacturers to build up a trade in a considerable number of items rather than to confine their efforts to a single specialty. Data can be found in former issues of **PRINTERS' INK** as shown in the following:

"Getting the Higher Priced Goods Across," by Roy W. Johnson (Francis H. Leggett & Co.). P. I., Vol. 80, No. 4, p. 38 (7-25-12).

"Explanation of Policies Controlling Sherwin-Williams Campaign." (How the problem of selling a "Family of Products" is being worked out.) By Adrian D. Joyce, Gen. Mgr. of the Sherwin-Williams Company, Cleveland, O. Address. P. I., Vol. 89, No. 2, p. 46 (10-8-14).

"Developing a Family of Products," by H. L. Allen. P. I., Vol. 71, No. 11, p. 3 (6-23-10); P. I., Vol. 72, No. 9, p. 42 (9-1-10).

"The Cheaper Product as an Entering Wedge," by A. Rowden King (Van Houten's Dutch Cocoa—Van Houten's Cocoa). P. I., Vol. 84, No. 8, p. 26 (8-21-13).

"Putting Surplus Good Will to Work" (editorial). P. I., Vol. 87, No. 9, p. 87 (5-28-14).

"A Sampling Kit for a Group of Products," by L. Griswold (A. B. Whisley Company—Toilet Preparations). P. I., Vol. 79, No. 4, p. 60 (4-25-12).

"Rubberst Advertising Blazing Way for Companion Products." P. I., Vol. 70, No. 2, p. 42 (1-12-10).

"Picking the Leader for a Family of Products," by C. S. Pearce, Adv. Mgr., B. J. Johnson Soap Company—Points to be considered, a list of questions. P. I., Vol. 73, No. 6, p. 9 (11-10-10).

"How Premiums Help in a Family of Products," by a Staff Writer. P. I., Vol. 79, No. 6, p. 52 (5-9-12).

"How the Rexall Advertising is Made to Pay Its Own Way." Interview with Louis K. Liggett, Pres. United Drug Company, Boston, Mass. P. I., Vol. 86, No. 7, p. 50 (2-12-14).

During the last few years the development of new goods has been very rapid, and a letter which has come to **PRINTERS' INK** asks questions which are now of much general interest.

The questions submitted can be formulated as follows:

1. (a) Is it advisable for a manufacturer first to make one single product famous, and then introduce newcomers seriatim, relying on his reputation for help in the sale of his later goods? (b) Is it impracticable for the manufacturer to bring out a complete line of products at one time?

2. (a) What reception will the jobber and the dealer give to a new product made by a company already noted for some particular specialty? (b) When the new product is similar in character to the old? (c) When the new product is quite unlike its predecessors?

3. (a) Is it preferable to advertise a complete line or a single article? (b) Can a preliminary forecast of the success of a new product be made?

4. (a) To what extent should a well-known label or trade-mark be applied to the various members of a manufacturer's family of products? (b) Is it ever advisable to conceal purposely the familiar name of a manufacturer? (c) In the effort to maintain a quality "atmosphere" is it desirable to limit distribution strictly to certain channels—even though this should evidently result in the loss of big orders?

5. Is there a change in the selling and the manufacturing "overhead" when a single product is developed into a long list of products?

Those are the practical and definite problems which are confronting a certain manufacturer at this moment. It would be manifestly unfair to print his name or the particular line of goods he intends to feature, so we will say that he is a manufacturer of soap. He has a laundry soap, a toilet soap, a scouring soap, a bath soap and a soap for



THE BUTTERICK FASHION QUARTERLIES

ILLUSTRATIONS and text devoted entirely to Fashion, Style, Dress.

Women buy the Quarterlies for use as an authoritative guide in the purchase of merchandise.

Thousands of Dry Goods and Department Stores distribute them because of their sales-producing power. These merchants are also in a position to handle the products advertised in the Quarterlies.

The Quarterlies have no second class postal entry and are fully returnable. Without special promotional effort their circulation has steadily increased.

1910	1911	1912	1913	1914
399,242	423,049	456,485	532,449	597,258

The natural and continuous growth, without promotional effort, of the average net paid circulation of The Butterick Fashion Quarterlies is the most conclusive evidence of their value to buying women.

A CHANGE IN RATES

STARTING with the Fall 1915 issue we guarantee an average net circulation of not less than 600,000 copies of The Butterick Fashion Quarterlies with pro rata rebate for any shortage.

The following rates become effective with the Fall 1915 issue.

Page	-	800 lines	-	\$1,800
Half page	-	400 lines	-	900
Quarter page	-	200 lines	-	450
2nd Cover	(3 colors and black)			2,500
3rd Cover	(" " " ")			2,500
4th Cover	(" " " ")			3,500

Advertisements less than quarter page not acceptable.

THE BUTTERICK PUBLISHING COMPANY

BUTTERICK BUILDING NEW YORK CITY

NEW YORK

ST. LOUIS

TORONTO

CHICAGO

SAN FRANCISCO

LONDON

BOSTON

PARIS

ATLANTA

WINNIPEG

BERLIN

fine woolen goods. Only the laundry soap has been marketed, in restricted territory, and under a fanciful name. The manufacturer desires to market the entire line on a national scale, tying the goods together under the same fanciful name which has proved satisfactory in a limited way with the laundry soap. Thus he is facing, right at the start, the whole problem of launching a "family of products."

Every manufacturer who contemplates the introduction of new goods must meet the same problem in some of its aspects, so the questions asked of PRINTERS' INK have a very wide interest. An investigation by a member of the editorial staff shows that while no specific answers can be given which will hold under all circumstances, yet the experience of other concerns indicates that there are certain standards being developed which it would be unwise to depart from.

FEW CONCERNS START WITH COMPLETE LINES

It will be noticed at once that our soap manufacturer starts with his "family of products" complete, or nearly complete. So he is able to formulate his first question as to the advisability of marketing them singly or simultaneously. It seems that the majority of concerns which are now selling groups of more or less related products began with a single product, or a single assortment, and added others later. Thus the Franco-American Food Company started with an assortment of six canned soups. Later, after those were established, invalids' broths, game pâtés, plum pudding and spaghetti were added. The Bon Ami Company established its scouring cake on the market, and long afterwards introduced the product in powdered form. The Stewart-Warner Speedometer Corporation, as its name indicates, began its career in the national market with a magnetic speedometer. It now handles warning signals, tire pumps, vacuum-feed systems for gasoline, and other automobile accessories.

Plenty of other instances might be cited, but the important point to notice is that events have had more to do with the shaping of these policies than any pre-conceived plans. Those concerns did not start with the complete line as it appears to-day, but each additional product appeared after the demand for it has become manifest, or after the company had been offered some invention or formula which represented an improvement over existing practice.

Thus the Joseph Dixon Crucible Company added a belt-dressing to its line because the president happened to be in Paris watching the installation of some heavy machinery, and a Swiss workman applied a home-made compound to a particularly refractory belt. The formula was secured from the Swiss, and a new product added to the Dixon "family." The Franco-American's line of "Readymaid" soups was added after wide demand had been demonstrated for a concentrated soup which could be prepared for use by dilution with water. The H. W. Johns-Manville Company has added a long line of automobile accessories since the demand for that class of products became great. Heinz is adding to its line pretty consistently, advertising as a rule, one article at a time. But the point to be noted right here is this: that the additions which are made come about quite naturally, as the market broadens or changes, and it is doubtful whether any of those concerns mentioned above started out with the conscious purpose of eventually marketing a definite number of products.

In the drug field there are some conspicuous instances of the introduction of practically complete lines from the start. The United Drug Company and the American Druggists' Syndicate, for example, have been successful with Rexall Remedies and A. D. S. Specialties. But both those concerns operated from the first on the plan of making the dealer a stockholder in the company. Shares of stock have been sold to thousands of druggists all over

the country, and that is of material advantage in getting the dealer to stock and push the complete line. But where those two concerns have succeeded, there are many others which have attempted to do the same thing without success. There have been many attempts to introduce complete lines of toilet articles, with and without the offer of stock bonuses, but the two concerns named are the only ones which have achieved any great prominence. In the grocery field it would seem to be still more difficult to introduce a complete line, since the brand does not carry with it a semi-professional endorsement as is the case in the drug field.

TRUE SIGNIFICANCE OF THE TRADE-MARK

That is a distinction which must be borne in mind whenever the question comes up of the introduction of several products under a common trade-mark. What does the trade-mark signify *to the consumer*? Does it mean merely satisfactory quality, or does it go farther and indicate technical skill in the manufacture and a professional guarantee that the goods are safe to use and effective for their purpose? A trade-mark on a line of food products is likely to mean only that they taste good and are fairly wholesome, while a trade-mark on a line of medicinal or toilet articles may seem considerably more.

Bear in mind the fact that the dealer, grocer, druggist, hardwareman, or what not, sells the goods which are in demand, and stocks the goods for which he forecasts demand. The difference in the significance of a trade-mark then becomes important. The grocer is probably less likely to stock a complete line than either the druggist or the hardware merchant, because he deals in the commonest of every-day things, and the consumer is unlikely to demand canned corn and canned peas under the same trade-mark. The druggist, however, deals in things whose manufacture involves more or less of mystery,

and in connection with which the consumer is inclined to be more "on the safe side." The same is true to a less extent, of course, in the hardware field.

All of the manufacturers interviewed agree that it is difficult to secure an even distribution through grocery stores for a "family" of half a dozen or more different products. Each grocer will choose those particular products which he happens to fancy, and turn down the rest. The result will be a "patchy" distribution, two or three products in stock here, two or three others on the shelves there, but very seldom a *complete* line. Much the same is true of the jobber. As R. S. Childs, of the Bon Ami Company, expressed it:

"If a dealer is offered four products like canned corn, canned asparagus, canned tomatoes, and canned peas, he is quite likely to choose any one or two that strike his fancy and turn down the others. Even after an extensive sampling campaign it has been observed that a jobber is likely to send in an order for the exact amount of goods ordered from him by the retailers, which indicates that the jobber is carrying no reserve stock of the new goods for himself.

"In selling Bon Ami Cake and Powder through the grocers, one trait of the grocer which is worth while considering was noticed. When a salesman comes to a grocer with a new article, he is never greeted with the question, 'How much profit is there in this for me?' He is invariably asked 'How many of these packages will the public come into my store and ask for?'

"A few dealers will stock what seems to them to be a good product, on faith. Most of them will not. The grocer wants to have a customer come in and ask for the goods. Then he knows there is a demand. Usually two calls for a product will convince the dealer that he ought to handle it.

"If you do house-to-house sampling, the grocer is your friend. National advertising may or may not impress him, but he *knows*

REO MOTOR CAR COMPANY, LANSING, MICHIGAN, U.S.A.

Reproduction from the center pages of Successful Farming for January—the 1915 announcement of the Reo Motor Car Company, prepared by E. Leroy Pelletier, of the Clague Advertising Agency, Detroit, Mich.

Reo Strikes A Mighty Blow

Following their consistent use of farm papers for many years the Reo Motor Car Company with a double page spread in Successful Farming for January shot their 1915 announcement straight to the heart of the best territory in the United States for the sale of automobiles.

In a great campaign in which farm papers, newspapers and magazines were used, Successful Farming was made the backbone for reaching the best buyer—the American Farmer.

A vindication of the wise use of Successful Farming by the Reo Motor Car Company is found in the February issue which carried \$17,000.00 worth of automobile copy, representing practically all the manufacturers in this line who have had experience in farm papers.

Opposite is reproduced one of our Definite Data Maps which shows at a glance the location of the

automobiles in the United States—one dot representing 1,000 cars.

These maps have been compiled for the benefit of those advertisers who want facts accurately and graphically presented for not only the heart zone but for the whole United States. They are bound in sets, including 64 maps, the whole comprising a thorough analysis of the buying power of the American Farmer and the best methods of distribution to reach him.

No matter what your problem is, if it concerns farm paper advertising, these maps will probably answer it. Please let us know what it is and we will try and serve you.

E. T. MEREDITH

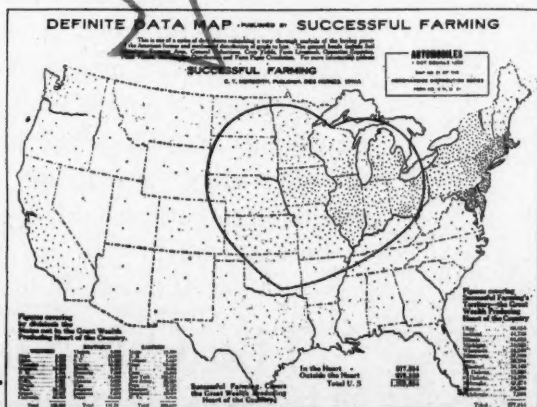
Publisher

Successful Farming

DES MOINES, IOWA

Chicago Office
1119 Advertising Bldg.

New York Office
1 Madison Ave.



A Definite Data map showing the location of automobiles by states.
One dot equals 1,000 cars.

Tell Your Story in One Sitting

In the January 27th Issue of
The Outlook

the Chicago "Tribune" told in an eight-page reader advertisement the story of "The World's Greatest Newspaper" to an intensely interested audience of men—big men—who are powers in the business world.

The Outlook reaches the men and women of every community in the United States who represent the most intelligent influence. Other successful advertisers have found it profitable to cultivate this field in the same way.

For Particulars
of how this can
be done and
the cost write

The Outlook

287 Fourth Ave., New York

that sampling the homes of his one hundred or two hundred customers will bring in positive returns.

"The average grocer is not the manufacturer's salesman. This should not be forgotten. The grocer sells what is called for, but as a rule, displays no great activity in pushing any one line. That is the manufacturer's affair. The grocer is not usually enthusiastic about advertising literature, and it is a question whether he cares to distribute any.

"To sell a dealer an entirely new product, even if it's older brother is famous round the world, is not the easiest proposition. The dealer without fail gets back to 'Is there a demand?' What the product is, or who makes it, are of less importance.

"Generally, to establish a reputation on a single article of merit and then to follow this up with other products, is, everything considered, the easier course."

It seems fitting to note an exception right here, however, in the case of the manufacture of certain classes of small wares, notions, etc. The offer of a complete line of such goods may appeal to the dealer as a distinct advantage. One large manufacturer of notions said to PRINTERS' INK:

"I offer nearly a hundred small articles. The man who buys from me may at present be buying these little items from a dozen different houses. If I can get his confidence, and show him that on the average my goods are better than others, I may be able to get *all* of his business on these small lines by showing him how much easier and more satisfactory it is to deal with one firm, rather than with a dozen. Some of the goods I sell move slowly, and on account of storage charges are really not at all profitable to me. I carry them, however, merely to have a complete stock so that I can supply the type of man I have mentioned above, and prevent him from splitting up his orders among a number of concerns."

Of course, the problem which is confronting any specific manufac-

turer is an intensely practical problem, and to a large extent he is obliged to be a law unto himself. Take the case of the manufacturer who propounded the questions set down at the beginning of this article. He cannot base his decision to market his soap, one kind at a time or as a group, wholly upon the experience of others. He has his own factory conditions to consider. It may be vastly more economical for him to go on *making* each kind of soap in his group, than it would be to turn his energies largely to the production of one kind alone. In case he thus goes on *making* the complete line, he will want to devote more effort to *selling* the whole line. It may be worth his while to increase the *selling* "overhead" in order to keep the *manufacturing* "overhead" low. The decision to add or to refrain from adding new members to a family of products frequently depends upon conditions which are apparently far removed from the immediate selling problem.

MANUFACTURING CONDITIONS GAVE THE ANSWER HERE

The Quaker Oats Company, for example, has expended great energy in popularizing Quaker Puffed Rice, Puffed Wheat and Corn Flakes. Oatmeal is a winter dish, and the company needed something to keep its plants busy the year 'round. Partly idle factories in the summer time, with a corresponding slackening of the whole selling organization, are not to be regarded with satisfaction. Hence the big campaign for the year 'round cereals. Part of the money spent in promoting the new brands, was saved in factory overhead. There was an added advantage in the fact that the company kept in constant touch with the trade and with the consumer, instead of letting the lines sag in the summer time. In spite of the intense competition in a field which was regarded as overcrowded, and from which many ambitious advertising campaigns had gone to the graveyard, the company persisted, and the final results have justified the effort.

Thus the proposition comes down to this: that the ease or the difficulty with which a new product can be sold is not the sole test of its availability as an addition to the line. It may be very difficult (comparatively speaking) to sell, yet it may be highly important to push it nevertheless. And conversely, it may be very easy to sell a new article, but that in itself is not a conclusive reason why it should be added to the line. Thus a prominent manufacturer who sells through stationers said that he had repeatedly been asked why he did not put on a line of fountain pens. "My salesmen visit nearly every stationer in the country," he said, "and without doubt they could sell fountain pens in connection with the rest of their line at practically no increased selling expense. But I could not *make* fountain pens without adding a burden to my factory costs which the sales would hardly carry. In the end it would not be a profitable venture."

UNIFORMITY IN LABELS OR NOT?

So much for the general considerations which influence a decision to market goods singly or as a group. Having come to a decision that it is wiser to attempt the introduction of the whole line rather than a single specialty at a time, the manufacturer is then ready to study methods.

The first question to be answered is this: How closely should the various products be tied together? Should the consumer be able to recognize each product instantly as belonging to the group, or should there be such variation in the trade-marks and in the labels that each product will be obliged to stand more or less on its own merits? The answer depends on the characteristics of the line itself.

A common trade-mark and a uniform scheme of labeling is advisable (1) when there is no very great variation in the quality and price of the various products, and (2) when all the products in the group belong naturally in the same line. Thus the manufac-

turer of a line of canned goods of various grades, and selling at prices ranging from 35 cents to 15 cents, would not want them labeled so nearly alike that the consumer would think there was no difference in quality. And the manufacturer of soap who brought out a soft drink would not do well to use the same trade-name for both products. Probably there is no trade-name more widely known than that of Ivory Soap, yet when Procter & Gamble brought out a vegetable shortening it was not called "Ivory." It was better to start at the beginning and popularize the new name, "Crisco," than to run the risk of confusing the new product with a soap. Unless all the products in the group are such as travel naturally together, it is well to guard against too much similarity in names or in labels.

Mention has already been made of the action of the Franco-American Food Company in putting out a concentrated soup in obedience to the demand for such a product. Up to that time all of the company's products—soups, pâtés, plum pudding, spaghetti—had been packed under the well-known French chef trade-mark, and had been known as "Franco-American" goods. With the concentrated soup, however, a change was made. The French chef trade-mark disappeared entirely and a new trade-mark was designed which bore no resemblance to it. Furthermore, the new soup was not called "Franco-American" at all; it was Readymaid Soup. The maker's name appears in comparatively small letters on the label, and every care is taken to prevent confusion with the more expensive "Franco-American" soups. A cheaper product will naturally interfere with the sale of the higher priced grades if it is permitted to carry the same insignia.

The name of "Babbitt" has for years been synonymous for soap in the grocery trade, and when the firm of B. T. Babbitt, Inc., put out a cleaning powder it was a debatable question whether the

(Continued on page 55)



*Corporal
Holmes winning
the Victoria Cross
at the Battle of Le Cateau*

COPYRIGHT LESLIE-
GRAPHIC SERVICE

Leslie's presents the news quickly and entertainingly—in vivid pictures that tell more at a glance than words could describe. It saves the busy man's time and gives him lasting impressions of current events.

That is one of the reasons why Leslie's is read by so many substantial men—men of the sort who are rated in Dun's or Bradstreet's.

Leslie's Illustrated Weekly Newspaper
New York

LUTHER D. FERNALD, ADVERTISING MANAGER

CONKLIN MANN, EASTERN MANAGER

P. F. BUCKLEY, WESTERN MANAGER

How to Tie Up to Great Natio

For emp

ee

it will
merica
merica

made

it can
that
mer te

We invite transportation and resort companies, manufacturers and all other
of 1915 conditions on this continent, to consider earnestly the peculiar v

Poster Alve

This Association or any of its representatives will supply and other

POSTER ADVERTISING ASSOCIATION

OFFICIAL REPRESENTA

C. E. ATCHISON.....	Atlanta, Ga.	IVAN F.
POSTER SELLING CO.....	1015 Fullerton Bldg., St. Louis, Mo.	A. M. F.
THE A. DE MONTLUZIN ADVERTISING CO.....	1132 Union Trust Bldg., Cincinnati, O.	ASSOCI
GEORGE ENOS THROOP, Inc.....		8th

National Movements

Example:

See America First" Movement

It will so *effectually* and quickly sell the scenery of America to Americans as a glorious reproduction of America's scenic splendors?

Made in America" Movement

It can so *quickly* and effectually drive home the point that a brand is made in America as the sledge-hammer terseness of Poster copy?

turn and all others who see the present unparalleled opportunity
by the peculiar value of

Advertising

and other information promptly and without obligation.

LOCATION, 1620 Steger Bldg., CHICAGO, ILL.

REPRESENTATIVES:

IVAN B. NORDHEM CO.....	Bessemer Bldg., Pittsburgh, Pa.
A. M. BRIGGS CO.....	People's Gas Bldg., Chicago, Ill.
ASSOCIATED BILLPOSTERS' PROTECTIVE CO.....	110 W. 40th St., New York City
.....8th Floor Tower Bldg., Chicago, Ill.	

Poster Advertising Compared With the "Movie"

Just as the moving picture house draws its audience from all classes and all nationalities—rich man, poor man, native Yankee and foreigner, so does poster advertising make its appeal to the multitude of cosmopolitan millions who comprise the population of this country.

Regardless of tongue, class, creed or education, the poster will deliver your selling message in a broad, universal way, and with the emphasis of size and color, which has the selling "kick."

We have planned intelligent poster campaigns for many of the largest advertisers in the country which have been notably successful, and we can perform a similar service for you if your business is the kind which needs this great outdoor medium of publicity.

IVAN B. NORDHEM CO.

POSTER ADVERTISING

Official Representatives
Poster Advertising Association
United States and Canada

Bessemer Building : PITTSBURGH, PA.

BRANCHES:

New York, N. Y. Marbridge Bldg.	Chicago, Ill. 116 National Life Bldg.	Philadelphia, Pa. 802 Chestnut St.
Buffalo, N. Y. 1044 Marine Nat'l Bank Bldg.	Cincinnati, O. 815 First Nat'l Bank Bldg.	Cleveland, O. 421-23 Rockefeller Bldg.
Minneapolis, Minn. Metropolitan Life Bldg.	Kansas City, Mo. Fifth Floor, Merry Bldg.	

powder should carry the name "Babbitt" at all. After long discussion, it was decided to permit the product to sail under the Babbitt name, and the conclusion has been justified. But so strong is the secondary meaning of the name as signifying "soap" that the company is continually receiving orders from the trade which call for "5 dozen Babbitt, 3 dozen Cleanser." The ease with which trade-marks acquire secondary meanings should be taken into account by the manufacturer of a family of products.

Perhaps the most common method of introducing a new product in a group is through the specialty salesman calling upon the trade and taking actual orders which are filled through the jobber. As a rule the specialty salesman devotes his attention to the new product, and does not interfere with the work of the regular sales force who handle the established brands. The specialty salesman may be regarded as an institution, and in many lines his services are indispensable, but there is a wide difference of opinion as to whether he should devote himself to a single product or to several. "If he cannot sell one thing, he can perhaps sell another," say the advocates of one method, "hence so much energy is not wasted." "True," says the opposition. "But the salesman who has just one thing to sell, with his job depending upon results, is going to work mighty hard to sell *that particular thing*. If he is able to fall back upon something else, he is likely to do so to save himself trouble. The best results are obtained by holding him strictly to the one product."

Actual conditions must determine which is the right procedure in any specific case. There seems to be no consensus of opinion on the subject, and any generalizations would be dangerous.

ADVERTISING POLICIES NOT UNIFORM

Much the same is true as regards the consumer-advertising policy; whether to advertise the products singly, devoting all the

space in a single insertion to one product, or to feature the whole group or parts of the group. On the one hand, we find prominent advertisers, like the H. J. Heinz Company, the Beechnut Packing Company and Procter & Gamble, featuring, as a rule, one product at a time. On the other hand, the Simmons Hardware Company and the Hotpoint Electric Heating Company feature several products at a time. Sometimes it is advisable to split up the space among several products, featuring each separately. The H. W. Johns-Manville Company frequently takes a full page in which to feature a number of different automobile accessories. Each of the products is represented in what appears to be a separate display advertisement, yet the whole page is tied together under the name of the manufacturer.

Some concerns have obtained conspicuous success in introducing new products by the distribution of coupons, sometimes in connection with a sampling campaign. The B. T. Babbitt concern, for example, offered through the grocers, for five cents plus a coupon, a package of soap, washing powder, and cleanser, the retail price of which was 15 cents. Ninety per cent of the coupons distributed were actually redeemed, but such a record is very unusual. In the first place, Babbitt's Soap was well known as a standard article. Furthermore, the coupons were distributed with great care to see that they got into the hands of actual prospects.

Many variations of the coupon plan are on record. House-to-house distribution of samples is frequently accompanied by coupons which may be redeemed at the grocery store for other products in the same group. Coupons are often printed in the newspaper advertising, which are good for a package of the goods at the grocery store when properly filled out. Of course, in each case the grocer must, in turn, forward the coupons to the manufacturer for redemption in cash or in new goods, and that necessitates some

check on the grocer. It will not do to permit a dishonest clerk to buy up a bunch of newspapers, clip out the coupons and redeem them. In order to guard against such practices the dealer is sometimes obliged to return with each coupon for redemption a portion of the label on the package which was delivered to the consumer. Sometimes the coupons are redeemed at the full price only when the dealer buys a package of new goods for each coupon he sends in. Again, the coupons are redeemed in goods only. One plan of this kind provided that the dealer who sent in two coupons, together with the wholesale price of two packages of the goods, would receive three packages. No coupon plan is effective, of course, unless the dealer has the goods in stock.

On the whole, it may safely be said that, theoretically, the best mode of procedure for a manufacturer who has a number of allied products is to start with one of them and popularize that. Later he can add the others. But, practically speaking, there may be many considerations which would render such a course unwise. Manufacturing problems, competition or any one of a host of market conditions may so conspire at a given moment as to render any merchandising theory untenable.

Situation as to Canners' Advertising

NATIONAL CANNERS' ASSOCIATION
WASHINGTON, D. C., Feb. 19, 1915.
Editor of PRINTERS' INK:

Replying to your favor of February 17, I beg to state that no advertising campaign has yet been decided upon by the National Canners' Association.

It is true that the subject is receiving careful consideration, and it is in the hands of an able committee, which will make a decision after all of the different angles have been passed upon.

In my judgment, it would be unwise to have any public announcement of this campaign made until something definite has been decided upon. The National Canners' Association has several times in the past been embarrassed by erroneous statements that it had a large sum of money it was going to spend in advertising.

The influence of your paper in putting the correct facts before the different publications will be appreciated.

FRANK E. GORRELL,
Secretary.

Trade Press Starts Educational Campaign

Educational matters were the subject of discussion at a dinner of the New York Trade Press Association, held February 19, at the Hardware Club.

William H. Ingersoll, a member of the National Commission of the A. A. C. of W., spoke on "The Educational Value of Advertising."

Mr. Ingersoll said that with the immense power of the trade and technical press united, there was no good movement which could not be made to come to a successful issue. He drew an interesting picture of the effects of advertising in changing and improving the tastes of the people. As illustrations he selected the present-day appreciation of excellence in furniture design, the hygienic value of the tremendously increased distribution of such household utilities as soap and bathtubs, the convenience of a watch ("a meter to measure your life") in every man's pocket, the soothing beauty of the music of the Victrola, and the teaching of every one to shave himself by the well-known Mr. Gillette.

Prof. A. F. Wilson spoke on the work which is being done in the department of journalism at New York University.

A. C. Pearson, chairman of the educational committee of the association, outlined the course of lectures which is being given to show the increase in importance of the trade and technical press.

A defense of the copy used in technical paper advertising was made by H. E. Cleland, of the Hill Publishing Company, who asserted that the style adopted in technical advertising was often unjustly maligned, and that it served its purpose and produced results as good as the showier and more florid type preferred for general advertising.

A synopsis of "Mr. Noad's Adless Day" was given by M. C. Robbins, after which the programme was concluded by the flashing on the screen of this well-advertised advertising movie.

The next meeting of the New York Trade Press Association will be held March 26, when a trip of inspection through the new building of the Hill Publishing Company will be a feature.

Canadian Company's Appeal to Patriotism

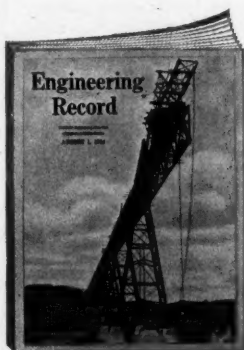
The I. X. L. Spice and Coffee Company, of London, Canada, recently concluded a successful newspaper campaign for its "Sweetheart" baking powder. Through a local women's association the company offered five cents for every label taken off a twenty-cent tin of its powder, the proceeds to go to the Belgian relief fund.

"Modern Farming" Appoints New Advertising Manager

Edgar T. Bell has been made advertising manager of *Modern Farming*, published in New Orleans.

Engineering Record's Leadership Established

With the largest volume of advertising per issue, with the fastest growing "selected, not merely secured" circulation and the highest percentage of subscription renewals, the ENGINEERING RECORD believes that its leadership in its field is well established.



*Do you
want the
figures?*

**The Leading Paper for Civil
Engineers, Contractors,
Waterworks and Municipal
Engineers**

**McGraw Publishing Co.,
Inc.**

239 W. 39th Street, New York

Electric Railway Journal; Electrical
World; Engineering Record; Metallur-
gical and Chemical Engineering

Members Audit Bureau of Circulations.



A NATIONAL SERVICE **Hamilton** PROFIT SHARING **COUPONS**

**DISTRIBUTION—REPEAT ORDERS.
NEW TERRITORY OPENED
EASILY, QUICKLY AND ECONOMICALLY**

¶ Five years ago we originated the idea of co-operation among manufacturers by the use of a strong Premium Inducement of guaranteed value. We are distributing over 4,000 splendid Premium Values, in standard merchandise, from over 500 Premium Stores in the United States.

CUSTOMERS REWARDED QUICKLY

¶ Customers may exchange even a small number of **Hamilton** Coupons for well-known, trade-marked goods, thus obtaining a reward quickly by wisely selecting **Hamilton** Coupon Brands.

¶ They may also exchange their **Hamilton** Coupons for S-H Stamps on a basis of Two Stamps for the **Hamilton** Coupon marked "1" and so on.

¶ We believe we have now perfected the **Hamilton** Service to a point of effectiveness never before equalled by any similar system. It will pay you to carefully analyze the **Hamilton** Plan as it operates today.

Hamilton RETAILERS' COUPON IN EVERY CASE FOR THE DEALER

¶ Let us know what your distribution is and what territory you wish to open. Our Promotion and New Service Departments are prepared to actively co-operate both as regards a direct appeal to the consumer and a careful canvass of the jobbing and retail interests.

¶ A Postal-card will bring you facts and figures from which to draw your own conclusions, and intelligently apply our National Service in furthering your own best interests. As a practical sales promotion, the New **Hamilton** Plan stands alone in modern merchandising—investigate!

The Hamilton Corporation
2 WEST 45TH STREET NEW YORK CITY

BRANCHES EVERYWHERE IN THE UNITED STATES



Methods of Developing Export Trade

Four Courses Open to Manufacturers Desiring to Sell Abroad—Direct Branches, Agencies Able to Finance Themselves, Export Houses and Correspondence—Relative Value of These

By Frank G. Bolles

Advertising Manager of the Evinrude Motor Company

EXPORT trade may be secured in any one of several ways that may be classified as follows:

(1) Direct branches; (2) Agencies able to finance themselves; (3) Export houses; (4) By correspondence.

I have named them in the order of my preference.

There can be no doubt that the direct branch is the most satisfactory way of securing foreign trade. I speak now of a concern whose financial condition is sufficiently strong to enable it to thus establish itself and to bridge the period between entrance into the field and the time when its products are in demand. This requires considerable capital and also a product that can be sold in sufficient volume to bear the expense of maintenance. Comparatively few concerns attempt this method.

The direct contact with the customer is just as desirable in securing foreign business as it is for domestic trade. But it must be done according to the ways of the country in which you are operating. You may as well get out of your system at once and forever that it is possible to go to a foreigner's place of business and bolt right into the manager's office with the characteristic American "Hello, Bill!" It doesn't go. In England you may be obliged to write for an appointment a week in advance and then be received as frigidly as though you possessed a well-developed case of small pox.

In other countries you may need weeks to dig up even a

Portion of a paper read before the Advertisers' Club of Milwaukee.

chance of being received and another month to develop this lottery ticket into a real possibility of doing business. In every case your representative should speak the language of the country to reap the greatest success.

Each country has its business etiquette, which must be adhered to strictly. I shall never forget my first trip to England some twelve years ago. My business was to be transacted in London. The president of my company, who had previously visited the good old town, warned me that I must possess a Prince Albert coat and top hat if I hoped to be received by either the king or his subjects. It mattered not whether my tie was a brilliant red and my shoes of tan, but the coat and hat must be in evidence. I wore them, as prescribed, except as to tie and footgear. This equipment is quite common to business in European countries and to London, at that time, was an absolute necessity. On my second and later visits I observed that the common-sense American business dress was much more in evidence, but the real fussy stuff still clings to many of the old school. In other parts of Great Britain the formal dress of London is not necessary.

I cite the above simply as a sample of the peculiarities of some business centers. There are also many others.

GETTING TRADE THROUGH AGENCIES

Next in order is the local agent. Connections of this sort are very desirable when the branch is impossible. But great care must be exercised in securing financially responsible men or concerns if goods are shipped other than draft with documents attached at New York or other American ports.

With such connections you have the advantage of the native who knows the peculiarities of the people and who speaks their language. Many of our machine tool builders, as well as other concerns, have been very successful in the development of their trade through such channels. They offer the advantages of

personal appeal for business and the necessary care and attention which any business should have to reap the maximum of success. They do, however, in most cases look well to the advantages of themselves. Evidences of the real manufacturers, such as the name plate, are removed and the name plate of the agent substituted. They do everything possible to keep the customer and the manufacturer well separated, knowing that the business due to repeat orders is best assured by keeping the door to the direct way closed.

In one case, of which I know, the importer was awarded a gold medal at an exposition, as being the manufacturer of the American product exhibited.

For the small manufacturer and even for some lines of goods made in large quantities, the export house offers the best means for reaching export fields. It is, most assuredly the simplest way. The manufacturer fills the orders of the export house and gets his money before the goods leave the country. But he can hardly expect to know who buys his goods or in what country or at what price they are sold. There is no personal contact and, when he refuses to be further squeezed for lower prices, which is a characteristic of export houses, and the exporter has found a "just as good" article, his export trade is likely to fade away. There is no real grip on the business. When the manufacturer and exporter disagree the business is at an end insofar as the manufacturer is concerned.

The exporter many times sells the goods at a good profit over the manufacturer's price and may in addition get a buying commission from the customer.

It is not, therefore, surprising to find one's product sold in foreign lands at prices way in advance of the local market.

In my own personal experience I know of goods that were sold F. O. B. New York at 50-10-10 off list and sold at list prices abroad. Quite a decent profit and one with which most of us would be very contented here at home.

But it is human nature to look well after the things which concern one's self and the principle question with every commercial organization is profit. The conditions surrounding the business of an export house peculiarly lend themselves to realizing good substantial profits and great care is, as a rule, exercised by these concerns to prevent any facts concerning their transactions being known.

It is possible to secure business for some lines by mail. But for every success there are a hundred failures. Tons of literature and first-class mail in the English language are sent annually to non-English speaking countries. How far would a Chinese or Russian catalogue get with the members of this club? Just about as far as the waste basket, and that is where most English literature goes in foreign countries.

The value of this waste in cold cash would be amply sufficient to establish a real effective organization that would be successful. But the concern who spends \$500 a year in this way would look with suspicion upon the man who suggested the legitimate proposition.

FACTS ABOUT HANDLING EXPORT ORDERS

First and foremost in filling a foreign order, be exact to the minutest detail of specifications. Forget for the moment the requirements of your local markets.

If a Spaniard specifies a green color where you ordinarily furnish black, give him the green. Spanish folk like color. If he wants a steam engine sawed up into 50 pound chunks, don't overlook this fact. You know there was never a mule made that would equal an American gondola car for carrying capacity.

When his order specifies six iron straps around a box, reinforced by 16 the other way round, see to it that they are all there to stay. He has personally observed the ease with which steamship companies occasionally drop a package 15 or 20 feet in the process of unloading. When

HAVE you ever heard the native Californian speak of his home state? Then you know the ring in his voice as he tells with pride the advantages of this wonderful state—the climate—the mountains—the flowers—the grain and fruit crops—the productions in lumber, oil, gold, cattle and wine

amounting this year to
\$537,500,000

LOS ANGELES is so geographically situated that in travelling from the San Francisco Fair to the San Diego Fair the tourist will certainly stop in this paradise.

Both natives and tourists make an exceptional market this year.

The Audit Bureau of Circulation Report shows that the LOS ANGELES EXAMINER practically blankets this rich territory with its colossal circulation.

Here are the figures:

<i>Los Angeles Sunday Examiner Net Paid Circulation</i>	143,683
<i>Second Newspaper Net Paid Circulation</i>	84,952
<i>Third Newspaper Net Paid Circulation</i>	54,536
<i>Los Angeles Sunday Examiner City Carrier Circulation</i>	58,344
<i>Second Newspaper City Carrier Circulation</i>	28,900
<i>Third Newspaper City Carrier Circulation</i>	19,728

More facts and figures of The Great Newspaper of the Great Southwest for the asking.

LOS ANGELES EXAMINER

M. D. HUNTON,
Eastern Representative,
 220 5th Avenue, New York.

W. H. WILSON,
Western Representative,
 Hearst Bldg., Chicago.

England Attacked

Whenever you bright progressive manufacturers have made a serious attack on the English Market you have generally got away with it. To-day that same market is more vulnerable than ever. English people need many goods that you are best able to produce and your principal opponent, apart, of course, from the English manufacturer, is in process of being knocked out for some considerable time. When we've finished the little job we have in hand of settling with Kaiserism things will boom.

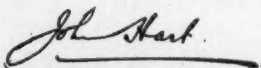
Now is the time to get in, the water's fine, the money's there, and I can tell you of heaps of things needed now and for all time.

London Opinion

is ready to carry your message into

250,000

of the best class homes in Great Britain. But! Money won't buy space unless your goods are as good as your money.



Advertisement Manager

15 York Bldg. London, Eng.

he calls for canned dynamos or motors, hermetically sealed, don't believe for a moment that he fears the machine will get away. He has distinctly in mind the torrential rains that are likely to get in when the machine lies about with no protection from the elements.

In brief, put him down for just a good hard-headed business man who knows as much about his requirements as you do about yours.

If you possess a trade-mark, look carefully into the laws of the country with which you propose doing business. There is much piracy in this regard. Your own trade-mark may be registered by some ambitious individual and this would at least cause you much trouble to say nothing of a chance of keeping you from transacting business under your own mark.

Make your goods for the country in which you are trading. This involves the change of policy of one concern as against the problem of making several millions of people change their minds regarding their own requirements. It will mean a vast business as compared to a few orders. It would not be unreasonable to expect a volume of business that might warrant the separation of the domestic manufacture from the foreign. Remember you are catering to the whims of a whole nation and not to a single buyer. The business of a nation is well worth an entire new design but may actually need but minor changes to fully satisfy the demands.

The foreigner knows what he wants just as much as we do and is a very consistent buyer in satisfying his whims. If we do not manufacture such goods as he desires he knows that others will.

To Manage Sparton Advertising

Guy C. Core has been appointed advertising manager of the Sparks-Withington Company, of Jackson, Mich., manufacturer of Sparton products. He has been connected with Chicago newspapers for the last five years and more recently was in the automobile department of the Chicago Journal.

Some Figures That May Interest Other Subscribers

New York, Feb. 7, 1915.

Editor of PRINTERS' INK:

Could you favor me, as a subscriber, with an approximation as to the following:

How many advertising agencies in the United States?

How many printing establishments?

What is the total annual expenditure for printing?

What is the total annual expenditure for postage?

ROBERT RUKTON.

RECOGNIZED agencies—those which are entitled to receive a commission upon orders for advertising—number 277, according to the rulings of the American Newspaper Publishers' Association. The Quoin Club, an association of national periodicals, grants recognition to about 250 agencies, although stating that there are probably more than 500 others in the country. *Most* of these unrecognized agents are allowed a commission by some newspapers and periodicals.

In September, 1909, PRINTERS' INK published a list of 569 advertising agents—the so-called recognized agencies and the others. A comparison of the number of names on this list with the number of agencies estimated by the Quoin Club to exist to-day indicates a gain of approximately 25 per cent in five and one-half years.

The United States Census report for 1909 is authority for the statement that there are 31,445 printing and publishing establishments in the country, and that the total value of the production of these establishments for one year amounted to \$737,876,000. These are the latest figures available.

The revenues for the Post Office department for the year ended June 30, 1914, from the sale of postage stamps, stamped envelopes, newspaper wrappers and postal cards were \$258,421,952.04. In addition, money payment amounting to \$6,715,290.59 was received for third and fourth class mail matter for which stamps were not issued.—[Ed. PRINTERS' INK.]



"Unlike any other paper"

51,156,000,000
meals are eaten by
Our Folks every year.

The prepared food people are invited to help lay the table, as well as supply some of the foods.

March 5th is closing date for the April issue of

The Farm Journal

A. B. C. MEMBER

Washington Square
Philadelphia

Manufacturers' Window Displays in Big Department Stores

How the Warner Brothers Company Is Getting Some of the Biggest Stores in the Country to Accept Displays for "Redfern" and "Rustproof" Corsets—Quality the Deciding Factor

MANUFACTURERS whose goods are sold through department stores, and who are thus occupied with some phase or other of what has come to be called the "department-store problem," will be interested in the results of the window-display campaign inaugurated this year by the Warner Brothers Company, corset manu-

L. S. Plaut & Company, in Newark. All told eleven installations were obtained in January, 17 are scheduled up to the end of February and 21 are already agreed upon for March, the latter including two of the largest stores in Baltimore.

The important and outstanding feature of the entire campaign is the fact that these are *manufacturer's displays*, built by the manufacturer in their entirety, and installed and removed by his representative. In no case is there any payment for the use of the window and the work is all done by the manufacturer. From the standpoint of the department store it is purely a "take it or leave it" proposition. And the stores are taking it, thereby disproving once



SAKS & COMPANY FEATURED THIS PURPLE AND GRAY DISPLAY IN A BROADWAY AND THIRTY-FOURTH STREET WINDOW

facturer, Bridgeport, Conn. Though the campaign has been in active progress only since the tenth of January, windows have been obtained for periods ranging from three days to a week in such stores as Saks & Company, J. B. Greenhut's and Bloomingdale's, New York; Snellenburg's, in Philadelphia, and Bamberger's and

again the often-quoted assertion that "it can't be done."

How was it done? Simply by offering the stores a display which they really wanted. The inherent quality of the displays was great enough to overcome the department-store prejudice against featuring manufacturers' trade-marked goods, and to induce the



SPRINGTIME AND COUNTRY FOLKS

WITH the fresh new buds on the trees and bushes come the orders for supplies from Mr. American Farmer. Now is the time he is starting to look over the farm to see what he needs "this year"—You will find him every day puttering about the barn, the tool shed, the chicken houses—silos, creamery, etc., while his good wife and daughters scurry the house from attic to the cellar jotting down the needs they discover for kitchen, bedroom and parlor. **YOUR ADVERTISEMENT** will appeal to those searching people at the psychological moment—the very time when they are looking about for what they want. There is no greater sales aid, than a time like this, to be had. **YOUR ADVERTISEMENT**—will remind thousands and thousands of families **JUST** what they need—**BUT** just what they would otherwise have overlooked.

THE GENTLEWOMAN

is gladly welcomed and carefully read in

TWO MILLION HOMES

of these busy, buying rural people who are now going to purchase millions of dollars worth of supplies that rank from a penny stamp to an automobile or a huge traction Cultivator.

WILL THEY SEE YOUR ADVERTISEMENT?

—Your Psychological suggestion at the very time when they are in the mood to buy? Our readers are in the small Cities and towns, they are out and away from the beaten track of dailies, billboards, and window cards, but all see and read **THE GENTLEWOMAN** and the announcements, in her columns that suggest the very article for which these folks are searching. The 10th of each Month, you have an opportunity of reaching **TWO MILLION** rural homes, at the very time when their purchasing fever is at its highest point. If you want good times, big sales—Here is the medium—Facts prove it.

ASK FOR THE FACTS.

KENNEDY-HUTTON COMPANY, Advertising Managers, 7084-6 Metropolitan Life Building, New York City, and 1004-5 Marquette Building, Chicago, Ill.

W. J. THOMPSON COMPANY, Inc., Publishers, 627 to 649 West 43rd Street, New York City, N. Y.

Over 2,000,000 copies printed and mailed to subscribers monthly.

PAPER

A NECESSARY COMMODITY OF MANY USES AND ABUSES

THE use of paper, like advertising space, is too often misdirected. To know the right paper to use at all times is really a science. Years of experience and constant association with the requirements of large users of paper of all known grades and weights are an absolute necessity to him who claims to know the proper use of paper. Many dollars can be saved in the cost and many more annexed in effectiveness by a timely suggestion.

Our ambition and aim is to sell the right paper. We justly claim the requisite knowledge of knowing the right paper to sell and we can deliver that paper in the right manner at the right time.

Thoroughly experienced salesmen at your service anytime and anywhere.

In the meantime make a mental note of the following grades that have a national reputation and circulation through the largest editions of booklets, catalogs and circulars in this country:

SUPER OPAQUE: A light-weight capacity paper used in immense quantities for catalogues of many pages. Keeps down the bulk and cuts mailing cost in half.

CRYSTAL: A coated paper at a very reasonable price suitable for the very best commercial three and four-color process and black printing. Used extensively throughout the entire country.

VELVET: This is a superior coated sheet with a soft, velvety finish, as the name implies. Made especially for the very highest quality of printing.

RADIUM: or Radium Folding Enamel. Superfine finish—extra strength and folding qualities. The best coated paper made at any price.

**SEND FOR SAMPLES. INSTRUCT US TO
MAKE DUMMIES ON YOUR ACTUAL SPECI-
FICATIONS. WE'LL BE GLAD TO DO IT.**

BERMINGHAM & SEAMAN CO.

TRIBUNE BUILDING, CHICAGO

NEW YORK

ST. LOUIS

MILWAUKEE

management to give over the use of a front window to an advertised line which the store did not control. All of which is simple enough in the telling, but not quite so easy of accomplishment. The accompanying reproduction shows something of the decorative quality of the displays and their attractive value. It indicates, moreover, one feature which had much to do with the success of the campaign: the subordination of the manufacturer's name and trademark. Those important items are by no means neglected, and there is little likelihood that any woman will see the display without discovering what make of corset is being advertised; but the display does not make a billboard out of the store window and does not create the impression that the management has "sold out" to Warner Brothers. The fact that the store has other makes of corsets on sale is borne in mind, and it is also remembered that, after all, the window belongs to the store.

CAMPAIGN HAS OUTGROWN ORIGINAL PLANS

As a matter of fact, the success of the campaign has been such that it has already outgrown itself, and the demand for the displays from points at a distance from New York has caused more or less embarrassment. It was originally intended to confine the displays to the medium-sized stores and the corset shops within fifty miles of New York City, and the six display sets which represent the present equipment were designed for that purpose. Other concerns, notably the Burson Knitting Company, had been successful in placing displays in these medium-sized stores, but there were no precedents to guide a campaign to the big stores. Nobody connected with the work at first imagined that stores like Greenhut's, Saks' and Snellenburg's could be successfully approached with such a proposition. But the salesmen calling upon the "big trade" naturally spread the tidings and made good use of the photographs of the displays. The corset buyer for

Saks & Company dropped around to see the actual material in the company's model show-window and announced briefly but firmly, "I want it."

Already the original territorial limits have been extended so as to include Wilmington and Baltimore, as well as Philadelphia, and buyers visiting New York from more distant points have seen the displays and straightway insisted that they be supplied. M. P. Staulcup, manager of the display department for Warner Brothers, said to PRINTERS' INK: "The only drawback to the plan is the present inability of the company to keep everybody satisfied."

As stated above, the displays are handled exclusively by representatives of the company. There are six different sets, three featuring "Redfern" corsets and the other three showing the "Rustproof" line. This practically insures a "repeat" in each store within the year. The quality of the material (something more than \$500 having been invested in each set) is good enough to induce the store to accept it on the company's terms, which are simply the use of the window for a given period. If the store does not care to take the display on those terms, it goes elsewhere; but the stores are not balking at the terms.

Culviner Joins Lesan Agency

Samuel Culviner, Jr., lately with Nelson Chesman & Co., in their service department, is now connected with the H. E. Lesan Advertising Agency. Mr. Culviner was formerly with the Herbert M. Morris Advertising Agency, of Philadelphia, and also in the advertising department of H. W. Johns-Manville Company.

New Western Manager for "American Boy"

On March 1 J. P. Ahrens, Jr., will take charge of the Western office of the *American Boy*, located in Chicago, succeeding Emerson T. Cotner, resigned. Mr. Ahrens goes to the *American Boy* from *System Magazine*.

Seested Represents "Le Devoir"

Charles Seested, publishers' representative in New York, has been placed in charge of the Eastern advertising of *Le Devoir*, a French daily published in Montreal.

Training Employees With an Internal House Organ

How "Delco" Eliminated Wasteful Habits on Part of Workers by a Tactful and Clever Advertising Appeal—Parables With a Point—Helping Men to Make Most of Themselves

By W. O. Waldsmith

Of the Dayton Engineering Laboratories Company, Dayton, O.

I HAVE been asked to tell what may be accomplished with an "internal" house organ. All that is required is to have a management that has good principles and ideals, and a willingness to spend money to back them up and to develop the men, and in addition someone in direct charge of the publication who is fully acquainted with the conditions to be met, and in sympathy with what the management wants to do.

Of course, some of these ideals are not concretely expressed, so it requires a sort of intuitive knowledge to understand and interpret them for the benefit of the organization.

But it is possible to trace the results to some extent. I know that our management is well satisfied with the results that we have secured. It might be well to explain to you just why we made use of a factory paper in the first place. Most of you know something about the sudden and rapid growth of our company.

When they started in on the first year's business, the first year's real business of equipping automobiles with starting and lighting systems, they had perhaps less than seventy-five men. Within a few months, this had increased to something over three hundred, and then they had to move into a new building. Within six months from that time, the factory force was between 500 and 600, and within a year it went to approximately 1,500 people. Much of this

time we were working night shifts. I happened to have charge of the employment during this period, and can appreciate better than I can make you understand just how great was the problem of getting men in, and actually on the job and working, and there was little time to impress on them matters of discipline, or methods or processes of work, or to give them any great amount of general information about the company, such as the scope of its work, its plans, its purposes, its feeling toward the employees and all those things. It was rush, rush along all the way through.

It was a case of getting the best people we could, getting them trained as quickly as possible to do the things that had to be done first, and as a result, many of the things which our management had in mind to do simply could not be undertaken.

The factory paper came into this situation just about the time the organization had reached the point where it could cope with our requirements without overtaxing every facility. Of course, one of the first things was to acquaint the employees with some of the ideas and principles back of the company. We unquestionably had a number of employees who scarcely knew what the Delco stood for. They knew in a general way what our product was called, and that was about all.

WEAVING A CLOSER RELATIONSHIP

The reconstruction work after the flood, in which the company spent a good many thousands of dollars in restoring employees' homes to a livable state, gave us an opportunity of knowing a great deal about the home life and conditions of many of our boys, and also gave us an excuse for telling them of the sincere purposes and good feeling toward them of the two principal owners of the company. We tried to have this same feeling pervade our publication—not necessarily in any one issue or any one article, but it was bound to crop out frequently.

If employees are left to them-

Specially Written Summary for
PRINTERS' INK of Address Before
Dayton Advertising Club, January 25.

Advancing Under Fire

WHEN a magazine forges ahead in these troublous days, it has passed the supreme test. It amounts to promotion on the field.

Fifty to eighty per cent. more people than usual are buying *THE WORLD'S WORK* since the War began. In advertising it has climbed the Printers' Ink list steadily, and in February tops the list with a lead of eleven pages.

The man-sized interpretation of events in Europe, especially as they affect us here in America, appeals to people who see in the great war more than bloodshed and burning powder.

An unnamed friend has contributed to the house organ of Messrs. Crane & Co., of Chicago, an article "How to Keep Posted," of which the following is (to us) the most important part:

"*THE WORLD'S WORK* stands almost alone in character and in policy. It seeks to cover the world of endeavor and achievement, and it does this in a way that leaves little to be wished. Nothing more notable in the periodical line has come to our attention than the manner in which *THE WORLD'S WORK* has handled the situation in Europe. Not outside of carefully elaborated books have we seen a more thorough treatment of vital topics than in these numbers of a monthly periodical."

DOUBLEDAY, PAGE & CO.

THE WORLD'S WORK

11 WEST 32D STREET NEW YORK CITY

BOSTON

CHICAGO

LOS ANGELES

GARDEN CITY



On the Pacific Coast

Geo. H. Eberhard

with his organization

**THE GEO. F.
EBERHARD
COMPANY**

SAN FRANCISCO

would personally supervise
your distribution and sales
work in that field.

FOUR BRANCHES—
SEATTLE—PORTLAND—
LOS ANGELES—SALT LAKE

J. W. Judge, Vice-Prest. The
Geo. F. Eberhard Company, is now
in the East to arrange details with
prospective clients for larger sales
in the territory named.

Address

**PRINCE GEORGE
HOTEL**

NEW YORK



selves to get their impressions of the management, and get their interpretation of the company's attitude by means of what some sub-foreman tells them or in gossiping with each other, they are very apt to go far astray. In this field is one of the biggest uses of the organization paper. There are so many little rumors, so many little questions that come up that can be frankly and fairly stated and put out of the way.

POINTING OUT FAULTS PLEASANTLY

As an example of what we try to accomplish, note the cut herewith showing a copy of the circular record on which was drawn a line indicating the approximate amount of electric current used throughout each twenty-four hours. We merely made an etching of a sample record taken from the recording ampere meter, which records are kept in the superintendent's office. We personified this and wrote an article on "The Diary of a Watt Meter," telling how his life was eventful, going up and coming down with the surging of the current, and especially just what took place at the time the whistle blew in the morning, when as much as ten minutes sometimes elapsed before he felt the full pressure of the current. He commented on what he saw taking place during these ten minutes. Then he told how just the reverse was true approaching the noon hour; how he had learned to anticipate the whistle, because he had felt his kilowatt pointer leap down several points always several minutes before the whistle blew—some of the men had evidently learned to anticipate it too. Then followed a conversation he

had with the water meter, and by comparing notes they decided that a good per cent of the men were in the wash-room between 11:45 and 12:00.

That is merely one example of the way we tried to get at the question of getting to work promptly, and not quitting ahead of time. The men appreciated the joke, and a marked improvement was soon apparent. Not only factory men, but the foremen and the office force, benefited by numerous little items along this line.

Another difficulty our company



The Diary of a Watt Meter

My duty as a watt meter is to keep my fingers on the pulse of power that flows through the heavy steel wires. Here is a page from my diary dated December 1st. Follow the irregular line and you will

know my gauge up and down shows for twenty-four hours. Do not get the feeling that my life is one unceasing grind. At times, I feel only the steady pressure of current held back, waiting for

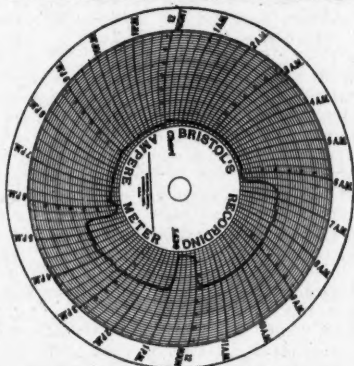


CHART OF ELECTRIC CURRENT RECORD USED TO SHOW MEN THEY WERE NOT WORKING FULL TIME

was experiencing was the handling of tools. As stated, we were rushing through our work in double shifts many times, in order to get the most production out of the tools we had. It takes some time to get full equipment of either machine tools or jigs and fixtures. Often we did not have time to make duplicates or triplicates of the latter during the rush days. At the same time, we were

trying to do a very high quality of work.

It was necessary to hold ordinary machining operations as close as one or two-thousandths of an inch. One day, an extremely badly used drill jig found its way into the tool repair department, and we got a photograph of it. You understand that rough treatment of accurate tools like this can easily throw them out of true sufficiently to make them worthless. So, we decided to give the history of this drill jig. We published a picture of it in the paper and called it the "War Story of a Battle-Scarred Jig." It did, indeed, look as if it had been badly treated. Yet, after telling how it had originated in the tool designing department, and of all the expense that had gone into its first make-up, we showed how a little defect in its making, perhaps, was responsible for the first operator hitting it with a hammer because it stuck on the drill. From then on its downward career was very much like the alley dog whose parents were somewhat careless about his bringing-up, and after the neighborhood boys had clipped a little piece out of his ear and another out of his tail, and had stuck a few burrs in his shaggy coat, his downward career was certain. His very appearance seemed to invite additional kicks from everyone he met.

And so with the jig. The mistake in its bringing-up was getting the bushings too close to the stock so that the chips did not have room to come out. So the first dent was made in the jig, and then its downward career was begun. And so on. The effect all around was good. By admitting that the fault was not all theirs the workmen who handle jigs and fixtures were not antagonized, but were led to see what an important thing it was to handle tools carefully. And the tool-making and tool-designing forces took their little lesson from it.

Another example, where we have been able to get immediate and definite results, is in the matter of keeping the factory clean. This is, of course, a prob-

lem in any factory. It goes farther than merely keeping the floors clean—it has a direct influence on the men themselves. At various times we published pictures of out-of-the-way corners that somebody had neglected, or places under the benches where workmen had been careless about what dropped on the floor, and we showed a picture one time of one of the sanitary drinking fountains surrounded by almost a pool of water and quids and quids of tobacco. We also published pictures of dirty work benches and dirty machine benches, with the oil-soaked shavings all over the work; also some old shoes, clothes and other articles underneath the men's lockers, etc. It all did a great deal of good; not only did everyone try to be more cleanly but he co-operated more with our regular clean-up force, so that to-day we have a model plant in this respect. Of course, the price of keeping it that way is to mention it once in a while.

These are some examples of what we get into our organization paper. In order to properly represent factory life, it has to contain a certain amount of gossip, a bit of news and articles of general interest. We are getting now into a series of articles by various heads of divisions, which will aim to set forth some particular problems of our work, and will be aimed at securing more intelligent understanding and greater co-operation.

Our traveling service representatives, who are scattered all over the United States, say that they appreciate this little "Delco Doings," our factory paper, so much that next to their checks they look for it the first thing.

THIS IS IMPORTANT—STICK TO THE CONCRETE

There is one thing we try to do in this organization paper, and that is when we are talking about all these subjects to stay on earth. It is very easy to drift into a lot of generalities, which the reader will soon learn to consider "bunk." But if you can get right under their belts by relating the little

THE FARMER St. Paul

LEADS IN AUTOMOBILE ADVERTISING

THE OTHER PAPER MADE A MISTAKE

A Minnesota farm paper stated in an advertisement which appeared in Printers' Ink's issue of January 21st that it carried more automobile advertising in 1914 than any other Minnesota farm paper.

This statement was undoubtedly caused by an erroneous report on 1914 automobile advertising issued by the Washington Press Company of Chicago.

The corrected report, issued later, shows that THE FARMER was far in the lead of all other Minnesota farm papers in automobile advertising in 1914. The revised Washington Press figures are as follows:

THE FARMER	38,226 Agate Lines
Second Minnesota farm paper.....	31,466 Agate Lines
Third Minnesota farm paper.....	20,170 Agate Lines
Fourth Minnesota farm paper.....	19,356 Agate Lines

The above figures are exclusive of the advertising of tires and accessories and in these THE FARMER far outdistanced all other Minnesota farm papers.

THE FARMER carried every cash automobile advertising account that came into the Northwest in 1914. The above figures include some trade deals in other papers—THE FARMER makes no trades.

If you have not seen a copy of THE FARMER's 1915 census of automobiles in Minnesota we will send one on request.

THE FARMER

ST. PAUL, MINN.

WEBB PUBLISHING COMPANY, PUBLISHERS

Western Representatives
GEORGE W. HERBERT, Inc.
900 Advertising Building
Chicago, Ill.



Eastern Representatives
WALLACE C. RICHARDSON, Inc.
41 Park Row
New York, N. Y.

Member Audit Bureau of Circulations.

\$25

for a

Suggestion

A suitable trade mark or trade design for use in printed matter and on the products of a manufacturer of electric railway, light, power and gas materials is needed to replace present markings. To this end we offer \$25.00 to the reader of PRINTERS' INK who will make the best suggestion for the purpose. We will be glad to mail some of our printed matter descriptive of our line to those who are not familiar with the electrical supply and manufacturing industry.

All answers will be judged by the officers of the company and must be at this office not later than April 2nd, 1915. In case of a tie \$25.00 will be awarded to each of those whose suggestions are equally meritorious.

DREW ELECTRIC & MFG. CO.

Traction Terminal Bldg.,
Indianapolis, Ind.

simple homely things that concern their workaday life, you can secure not only their attention, but their sense of fairness in deciding what is right.

One good incident which actually took place in the shop is worth a whole issue of preaching. Though a good many companies might consider such a little factory paper as comparatively unimportant, our management regards it as very important. It is their wish that employees make not only better employees, but better men of themselves. They have gone the limit in providing up-to-date facilities and agreeable surroundings, but it is their sincere desire to have the men progress and to appreciate the fact, which is a hard one to get across to any body of workmen, that a man's position is just what he makes it; that one man has just as much time as another, but that one man is more valuable because he has made better use of his time.

More Farmers Join Ad Clubs

The Sandusky (O.) Ad Club is planning to put into effect an extension of the "Ottawa Idea" of bringing the farmers into closer and more intimate touch with the life of the city, by making them eligible to membership in the club. The original "Ottawa Idea" was to bring the farmers into local commercial organizations; but inasmuch as the Sandusky Ad Club was organized largely for the benefit of the retail merchants of the town, and has taken part in many movements not strictly connected with advertising, in pursuance of that object, it is felt that the "Ottawa Idea" may not be inappropriate.

Deitrich Returns to "American"

Theodore C. Deitrich has returned to his former position in the editorial department of the New York *American*, from the office of Collin Armstrong, Inc. While with this agency Mr. Deitrich had charge of the copy writing of the North German Lloyd and other steamship accounts.

Redfield Agency Increases Its Staff

Martin Jenter, who has conducted a display service, specializing on the design and production of window display material for manufacturers, exposition booths, etc., has joined the Redfield Advertising Agency, New York, as director of its art and display departments.

Geo. W. Hopkins to Six-Pointers

In New York, February 16, the Six-Point League heard George W. Hopkins, vice-president and sales and advertising manager of the Loose-Wiles Biscuit Company, tell how the newspapers could give better service to national advertisers by rousing the retailers and getting them to link up their local and window display advertising with the advertisers' national and local advertising. He pointed out that many of the papers were undertaking long and expensive research work to show national advertisers what their distribution might be in a given section, whereas any live advertiser ought to be able to tell these facts from the reports of his own salesmen.

"Why not take the time and money expended," asked Mr. Hopkins, "and put it into connecting up the national advertiser and the local merchant so that both may profit by it?"

In this connection Mr. Hopkins spoke of the new note in the current magazine advertising of his company. This was the advertising to the grocer of the Sunshine Biscuit rack, telling Mrs. Consumer to look for the rack in the grocery store, and then, in order to sell the advertising to the grocer, persuading him to move the rack up to the front of the store and connect his window up with the national advertising, by doing which both factors would profit more largely than they ever had before.

Mr. Hopkins mentioned in passing the attack of the Mayor's food supply committee on package goods. His company, he said, was in a double position: it made both bulk and package goods. The crusade took him back to the time of the old Kennedy factory in Cambridgeport, near Boston. The favorite cracker of that day, in New England, was the Kennedy cracker, and it was put up in a Kennedy can. The biscuits came fresh and clean, protected by the tin; but everybody could not spend forty or fifty cents at a time for biscuits and also deposit fifty cents for the can. The package had brought down to the masses the same cleanliness, the same quality as the biscuits that we had in the old Kennedy can.

"M. A. P." to Be Published Again

W. Blanchard Bancroft, late of the *Strand Magazine*, of London, is now publicity manager for the British American War Relief Fund, New York. Mr. Bancroft recently bought T. P. O'Connor's former paper, *M. A. P.*, and will re-publish the same in London after the war.

Hyatt Co.'s New Advertising Manager

W. E. Biggers, formerly associated with the Packard and the Ford automobile companies, has joined the Hyatt Roller Bearing Company in the capacity of advertising manager.



Ice Cream Cut-Out No. 05793 B

Your sales will be increased
by using our

LITHOGRAPHED POSTERS CARDBOARD WINDOW & COUNTER DISPLAY CUT-OUTS

We carry in stock a large assortment for all lines of business. Write for samples and prices. We shall be pleased to furnish ideas and estimates for special posters, window trims, cardboard cut-out displays, fibre signs, etc.

National Printing & Engraving Co.

Dearborn and Madison Streets
CHICAGO - - - ILLINOIS

Getting Sales of a Luxury Back to Normal in Hard Times

An Investigation of the Quickest Producing Markets Showed Where Business Was to Be Had

THIS is the account of a live business that saw, within a space of three weeks, sales drop and drop, until one day the mail didn't bring a single order. Sales falling off at this rate are apt to have an influence on the executive and sales force which means further inertia; but in this case the serious condition only renewed the staff, and the journey back up hill was begun. The Sterling Engine Company, of Buffalo, N. Y., is the business which experienced this novel return to normal prosperous conditions.

The fiscal year ends August 31, and the first week in September

further, that the owner is going to be able to take time away from his business to enjoy it; it isn't like buying a piano, which furnishes means of recreation for the evening after a day at the office, but should be able to depend on weeks, or even months, of the owner's time away from business.

The war's effect on the Sterling company's business began to be felt just as the management was congratulating itself on the past year's business. Men who ordinarily would have been purchasing boats or installing new engines were uncertain of the future and withheld purchases. The export business, which had been a



PAGES OF THE BOOKLET ILLUSTRATING HOW ONE SPECIAL ENGINE WAS ADAPTED FOR DIFFERENT TYPES OF BOATS

the company was congratulating itself on the big increase that had been made in total sales and total profits for the past year over previous years, especially when it was considered that business conditions were none too good for the sale of a luxury.

The Sterling Engine Company makes engines for motorboats—high-speed boats with rakish lines, designed to travel over 50 miles an hour, down to houseboats, cruisers and fishing-boats. Naturally, the demand for engines to equip boats of this character is dependent on the ability of purchasers to invest considerable sums for pleasure purposes. The purchase of a motorboat implies,

large proportion of the total, disappeared entirely, including the South American sales.

"We had innumerable reasons why we should curtail our advertising," said the company's advertising manager, "why we should let our men go, why it would be folly to go ahead and build engines. These excuses seemed good ones and day by day they seemed better. It was actually easier for us to simply quit, pull down our blinds and wait for the war to cease, or wait for whatever was coming to us, than to go out and meet it face to face.

"On Monday, September 21, the mail didn't bring in an order, and it was this that woke us up. A

BETTER CIRCULATION WILL HOLD MORE ADVERTISING

(an open letter to publishers of technical and trade journals)

The most vital problem which confronts you today is the question of circulation—real pulling-power circulation that enables you to secure and hold more advertising.

Time was when circulation was sold in "bulk." Lacking the required quantity, "quality" was an overworked claim. Circulation departments were run on a series of experiments. Various "schemes" were used to obtain readers. Sometimes the subscriptions came in; sometimes not.

Advertising progressed. Advertisers wanted to know the kind of circulation they were buying. Ads were keyed. Generalities still helped sell advertising but it took real pulling-power circulation to hold it. Then came the demand for more specific subscription data. Publishers, looking into the future, began readjusting circulation methods. Guesswork plans were discarded. Experiments, costly to advertisers, gave way to ideas which secured better circulation, in less time, at lower cost.

Today we enter a new era of efficiency in technical and trade journal advertising. Your advertisers, facing the rising costs of selling, are going to study circulation values as never before. Circulation will be judged on the basis of "Buying Units." The value of your publication to your advertisers will be in direct proportion to the number and character of "Buying Units" you reach as against the total number the advertiser knows he should be doing business with. Your methods for the distri-

bution of your publication must be as thoroughly efficient as those used by your advertisers in the sale of their product.

You can do these things; not only increase both the quantity and quality of your circulation but you can show your advertisers that you are doing it systematically and economically through the right methods. Not the methods of any one publisher, for no one organization has a monopoly of the best circulation ideas. Rather through the use of proved methods picked as the best of those used by many publishers.

You can today, without risk, without the outlay of a single dollar, have placed in your organization the BUYING UNIT SYSTEM OF CIRCULATION PROMOTION, the result of years of research by Edward H. Schulze. Advertisers know Edward H. Schulze from his work on their follow-up letters—turning inquiries into orders. He is studying their needs. Publishers know him as a circulation man with twelve years of unusually valuable experience with successful organizations. Beginning 1902 with Mr. John Clyde Oswald, publisher of the American Printer; then 1903-09 Circulation Manager of Machinery; later, 1909-13, Circulation Manager with the Hill Publishing Co., Inc., whose circulation methods are favorably known the country over; and still later, 1913-15, Directing Circulation Promotion along intensive lines for the four successful periodicals owned by the McGraw Publishing Co., Inc., securing a release from his renewed contract with this company to offer a limited number of publishers a service not heretofore available.

Whether your circulation is now 2,000 or 50,000 and regardless of the size of your circulation department, it will pay you to investigate these new methods of circulation promotion which you can adopt without risk and with certain results guaranteed. The proposition is most unusual. Show your willingness to consider any plan which will help your advertisers, by writing for particulars. Our reply will be prompt and interesting.

BUYING UNIT SYSTEM OF CIRCULATION PROMOTION

Edward H. Schulze

220 West 42nd St.

New York

MAXIMUM SERVICE TO ADVERTISER

I Have An Article That *Will* Sell

20% of inquiries from advertising already cashed in

ABOUT PATENT RIGHTS—

A basic patent—nothing like it ever before put on the market—not even an imitation.

Entire field left entirely to Baf-File Company for 17 years.

Absolutely no competition during this period.

FIELD FOR THE ARTICLE—

- (1) An original conception.
- (2) The last word of perfection in its class.
- (3) Satisfies a long-felt need.
- (4) Number of applications of article unlimited.
- (5) Once used always used.
- (6) Needed by every business man.
- (7) Needed by municipalities, associations and corporations.
- (8) Needed by literary men and scientists.
- (9) Needed by every man of affairs.
- (10) It out-distances everything now used in the following particulars:—in the *saving* of time, space, money, labor—in reliability, and general usefulness.

ARTICLE NOW IN ITS BEST FORM—

Beyond the experimental stage, one improvement after the other made to perfect it. All improvements protected by patent rights.

Elaborate tests made to discover best form of article. This work completed. Tested out before representative business bodies.

ESTABLISHED BUSINESS

Business well under way.

Absolute title of invention is in company.

Inventor sole proprietor of company.

No claims of any nature against invention or company.

Trade-mark already established.

I want to interest some man or men who will help me finance and push the sale of my invention. Excellent mail order proposition. Meet me at the Exposition or write for full particulars to

AT THE NATIONAL U. S. A. EXPOSITION—Grand Central Palace, New York—March 6th to 13th. Demonstration of this article, comparing its merits with the merits of every other article—by observable tests.

W. E. BAFF

THE BAF-FILE COMPANY
50 Church Street, New York

meeting was called to decide upon some course of action, and before it ended it became one of the most enthusiastic meetings ever held in this organization. Its upshot was that the plant would be operated at full force until such time as a full stock of engines was finished and ready for shipment equal in number to our total output for the year previous.

"The advertising department was given an increased appropriation, with a rider to the effect that, as direct advertising had been successful during the past season, a larger amount be spent in this manner than previously.

"The sales department started on a campaign to energize the sales force, and began sending out bulletins every other day, containing items of interest and articles tending to bring back the salesmen's and dealers' interest in life in general and our line in particular. Everybody 'got busy' and we made the sales force keep busy, too, if only to fill out reports and send them in; when the orders began to appear again the reports were dropped.

SEEKING OUT THE MOST LIKELY MARKETS

"Careful investigations of conditions at the various summer and winter resorts were made, and we found that in every well-known locality a big season is expected. Up in the Thousand Islands district practically every cottage has already been rented for the 1915 season and hotels say there is an unprecedented demand for accommodations. The same conditions exist at Lake George, Lake Placid, Lake Hopatcong; up in the Mus-

koka Lake district of Canada and down in Florida.

"The people who ordinarily spend their spare time and money abroad are going to see their own country. And, of course, crowds at the lakes and seaside mean boats and then more boats, and boats just naturally need engines to make them go.

"This was the kind of news that cheered us. The first week in October we issued a large eight-

Again at Buffalo

Three big races were held at the Buffalo Regatta, September third, fourth and fifth, and Sterling-powered boats won them all. In the last race "Baby Speed Demon II" made history by winning one of the five mile heats at 12:15 M. P. M.

The Sterling victories at Fourth and Lake Ontario, at New York, Philadelphia, Atlantic City, Montreal, St. Andrews, Que., and at St. Augustine, Fla., were repeated at Buffalo, and Sterling engines added three more points to their handle.

The 1914 Racing Season has now come down into history and it is but another shining example of the continuous advance in the power, speed and constancy of our marine engines. It is but further proof, if that be needed, that the Sterling Engine is still far in advance, still the one engine that can consistently be relied upon.

It appears that the big Boat Builders, Naval Architects and Reputable Owners generally, Sterling engines for their boats. Isn't it because they judge the engine by what it has done, by the actual records it has made under ordinary working conditions, rather than because of the claims that may have been made for it?

Why experiment? Why take chances with motors that have NOT proved themselves to be the actual duty givers of work? Claims and big statements do not drive your boat, it takes a motor that is designed right, built right and that has absolutely proved itself capable of doing the work that you require of it.

If you will tell us what your requirements are, we won't make a string of claims and promises, but will tell just what our engine has done in a similar boat and under the same working conditions and place at your disposal the fund of information that we have pouring in boats and engines.

STERLING ENGINE COMPANY
1236 Niagara Street BUFFALO, NEW YORK

The all-power Sterling Engines will always be ready to see boats of any size go.

THIS WAS TRADE PAPER COPY REPRINTED IN THE FIRST FOLDER THAT HELPED TURN THE TIDE

page folder, which was probably the most expensive and elaborate piece of direct advertising, exclusive of catalogues, that the industry has seen. Results were quick and positive, and we followed it with the large folder entitled 'Safety First,' also elaborately gotten up and consisting chiefly of testimonial letters from men like Howard E. Coffin, of the Hudson

Motor Car Company, and A. P. Brush, of the General Motors Company. Early in November we mailed out a little 16-page booklet of boats and the third week in November a folder in two colors, describing a new two-cylinder engine which we were building for the coming season; this was followed a week later by a small booklet describing another new engine that would be ready for shipment January 1.

"All this time we were using full pages in the class journals, and giving as much attention to the copy as if it were to appear in one of the big weeklies."

The management assuredly believed there was business to be secured in marine engines, even in the fall of 1914, but it was just as certain that hard digging would be necessary to get it out. Now let the advertising manager tell the results of the campaign:

"Was it worth all the time, trouble and expense? It was! October business was fair—not so good as in 1913, but much better than we really expected. November and December business exceeded last year's total by a *very comfortable margin*, and the prospects for the coming season are fine."

The first gun in the direct-mailing campaign above referred to, was a large-sheet folder, printed on coated stock. The front and back pages were process-plate advertisements which had appeared on the back cover of *Motor Boating*, and four of the interior pages were reproductions of full-page advertisements which had been run in the boating journals. Sterling powered boats had won several important high-speed races during the season, and the advertisements were based on these events. The remaining space in the folder was given over to a two-page spread of representative boats of different types and their power plants.

Sixteen thousand of these folders were mailed and they are credited with sales amounting to \$16,436. They haven't had an opportunity to get in their best work, because many men will not

buy their engines until spring.

The next succeeding folder, "Safety First," was to clinch the argument put forth in the first folder. It was printed on India-tint book paper, with the testimonial letters tipped in.

The 16-page booklet fits in an ordinary office envelope and may be mailed with a two-sheet letter for two cents. There were on the Sterling lists about 8,000 names of persons who had evinced an interest in an engine corresponding to the company's four-cylinder, 20-35-hp. engine, and the booklet is devoted entirely to this one design. In order to show the engine's adaptability to boats of different types 16 photographs of different sorts of boats were used, with the descriptive matter overlaid on the half-tone.

The two last pieces in the campaign were descriptive folders of new engines. The last of all was the most modest of the lot, but within two weeks of the time of issue over \$3,000 in direct sales had been credited to it.

The Sterling Engine Company emphasizes the importance of its advertising in class papers, which are used constantly to keep the Sterling name and product before the public which is going to be interested some day in buying an engine, even if it is not just now. Consequently, the copy for class papers is usually not intended to produce inquiries, but when there is a new engine to announce in these papers, the class-journal page sometimes "floods the company with first-class inquiries."

"We feel that we are going to have all the business we can take care of during the coming year. We have the engines built, tested and finished ready to fill orders. It seems better to have the engines all ready to send out than to get the orders in the spring and not have the engines. When everybody else had quit, we went after the prospect. We had his undivided attention for two whole months, and it will be our fault if anybody gets it away from us; for, during the next few months, the campaign will be even more aggressive."

Standardization of Forms

*Means an Easy and
Rapid Comparison of
Circulation Values*

A. B. C. forms are standardized in five divisions:

Newspapers Magazines
Farm Papers Weeklies
Class, Trade and Technical

You find the same information in the same place every time. Every publication gives the same kind of information.

You readily and sanely compare them. You weigh values.

You arrive at your decision in half the time any other way would take, and your decision is right, because it is based on facts and figures that are accurate, reliable and impartial. All reports are verified by audit.



Complete information regarding the service of the Bureau furnished on request. Send for "Standardized Circulation Information," addressing Russell R. Whitman, Managing Director.

Audit Bureau of Circulations
330-334 Railway Exchange Bldg., Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage: one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, FEBRUARY 25, 1915

To Add or Not A manufacturer like Heinz has **To Add That** to have a complete line of **New Line** pickles. He could not stop at mixed pickles or sweet pickles, but had to go on to piccalilli and chow-chow and all the other "57 varieties" plus. But under what circumstances were catsup and baked beans thrust upon him? How did the makers of Ivory Soap come to launch a cooking product like Crisco? Why did the Beechnut Bacon people get out a chewing gum?

There are answers for questions like these and PRINTERS' INK undertook to get them for one of its readers, a national advertiser who is pondering the problem of increasing his line. The results of its investigation are printed on page 41 and ought to interest a great number of manufacturers. There is no doubt about the tendency of manufacturers to enlarge their lines being a growing one. And the question does not stop at the comparatively simple proposition of adding or rejecting a new item. If you conclude to add it, there's the trade-

mark consideration—will you use the old brand or a new one? Will you advertise them separately, or grouped? Would it not be well to start a new company? How far will the reduction in factory costs counterbalance an increase in selling costs?

To pass these and other pertinent questions in review is to realize how futile it would be to try to make one formula or set of formulas fit all kinds of business. There is no complete answer possible. Nevertheless, in the information at hand, there is the "makings" of an answer for almost any business. When the inquirer finds out what others did under what given circumstances, he can compare the experiences one with another and learn in what classification his own problem belongs. They may give him a new idea of his field. Perhaps he absolutely needs a new item, or several new items, for factory reasons, to take up the seasonal sag so common to many businesses. Perhaps he has too many items now, or has extended in the wrong direction.

So far as PRINTERS' INK knows, the American Can Company has a more highly diversified product than any other manufacturer in the country—more than 43,000 different articles such as:

- Fruit cans,
- Vegetable cans,
- Meat cans,
- Fish cans,
- Soup cans,
- Soap cans,
- Talcum powder cans,
- Lard pails,
- Cans for paints, varnishes, oils,
- Pieced and stamped tinware,
- Galvanized ware,
- Lithographed and decorated tin boxes,
- Lye cans,
- Powder kegs,
- Adding machines,
- Banks,
- Bread-boxes,
- Brush-safes,
- Coffee-mill hoppers,
- Confectioners' novelties,
- Corrugated ware,
- Cotton tags,
- First aid kits,
- Fiber boxes,
- Paper boxes,
- Fumigators,
- Ice-cream freezers,
- Insect-powder guns,
- Japaned tinware,
- Lead kegs,
- Orchard heaters,
- Oyster display signs,

Paint strainers,
Peanut roasters,
Turpentine cups,
Fly traps,
Tin or sheet metal stoves,
Signs,
Tinware,
Ash and garbage cans,
Oil-cans,
Shipping-cases of fiber,
Auto tanks,
Oil tanks, etc.

Some of the boxes, we see, are of fiber. One large factory—there are about 50 factories in all—runs exclusively on fiber and other shipping cases and boxes. It is easy to see how the company got into this line, hard to see how it could avoid it. There is small chance of the line growing less. The demand for containers increases. Last year there were packed in this country over 2,600, 000,000 cans of food alone.

How is such a policy of wide diversity of output succeeding? Very agreeably, from the figures. On a capital of over \$82,000,000, the net earnings last year were more than \$5,800,000, from which nearly \$1,500,000 was added to a surplus.

This is an extreme case, but not too extreme to have a bearing on the situation. It is probably true that the growth of lines is only another phase of the tendency to concentration in every industry. A retail store adds departments and becomes a department store or branches out in other localities and becomes a chain. The manufacturer keeps adding to his line. Nobody can tell him certainly where to begin or when to stop. But there are a lot of things to learn about beginning and stopping and many of them will be found in the report of the investigation published in another column.

A Common Error in Second-Class Postage Arguments

Judging from the comments which have been received from advertisers and business men generally, the series of articles entitled "The Advertiser and the Post-Office," by A. D. Porter, have gone far towards setting the rather complicated problem of second-class postal rates in a clear

light. There is, however, one general misapprehension under which the advocates of a drastic increase in the rates seem to labor; namely, that each class of mail matter, regarded separately and without reference to any other class of matter, ought to pay in full the expense of its transportation. "Second - class matter," they declare, "does not pay its fair share of the expenses of the Post-Office Department. Therefore the rate should be raised until it does."

Now the difficulty with that argument lies in the fact that when our friends say that second-class matter should pay "a fair share of the expense," they really mean to say that it should pay in full the expense of its transportation. There is a vast difference between the two ideas. No publisher that we know of objects to paying a *fair* share. The difficulty comes in trying to ascertain just how great that fair share really is.

Nobody maintains that every letter should pay the full cost of its individual transportation; that the letter from New York to Seattle should pay ten or twenty times as much as the letter to Brooklyn. The whole postal system is organized upon the principle that the multitude of short hauls at a profit offset the comparatively few long hauls at a loss. Quite the same principle applies to the different classes of mail matter. If one class of matter, carried at a loss, creates a volume of other business which earns a corresponding profit, shall we say that it is not bearing its "fair share of the expense"?

Shall we say that the manufacturer who sells a mimeograph or a button-fastening machine at a net loss, trusting to make a profit on future sales of supplies, is transacting his business on an inequitable basis because the original sale did not "bear its fair share of the expense"? It *did* bear its fair share even though, taken by itself, it may have occasioned a loss. The principle is not the exclusive discovery of the Post-Office; we find it in operation among manufacturers, among

jobbers and dealers, and on our street railways, where for a single nickel one may travel two blocks or ten miles.

Publishers do not want to avoid the payment of their fair share of the Post-Office expenses; but they do want to have demonstrated more clearly than it has hitherto been demonstrated, just what that fair share really is. They do not object to an increase in the rate which is based upon adequate investigation of all of the facts; but they do object to an immediate doubling or trebling of the rate which is based upon the hasty assumption that second-class matter, considered alone, ought to pay the full cost of its transportation. Particularly do they object to that when the figures upon which the proposed increase is based are admittedly inaccurate and incomplete.

Care in Use of Quota Plan

Occasional criticisms of the quota plan by concerns that have used it without entire satisfaction are probably due to an indiscriminating application of it. Some manufacturers seem to regard the quota plan as a magic scheme to be imposed upon a sales force without any regard to individual conditions.

So far as we know there is no standard quota plan which would work satisfactorily under all circumstances. Good sense in applying it and modifying it to suit one's own organization is half the battle. Smith is a better business man than Jones, more likely than not, because he is more skilful in adapting general ideas to his own special needs. If Jones, in true "copy-cat" fashion, attempts to apply *in toto* Smith's successful methods, he ought to fail, and usually does to a greater or less extent.

Most of the readers of PRINTERS' INK are familiar with the restrained, matter-of-fact style of advertising employed by B. Altman & Company, the New York department store. The daily advertisements are set in old-fashioned type in small space, and in

phraseology are formal to a degree. There are no fireworks, no picturesque descriptions, none of the graces of modern advertising. Yet they fill Altman's great store with crowds that are doubtless the despair of many competitors. There used to be imitators of Altman's copy, but you rarely see them nowadays. Competitors know full well that Altman's style would fail with them.

As in advertising, so in selling plans. They must be adapted and altered to fit varying conditions. The user of the quota plan, for instance, would do well to consider the human element in salesmen. Some advertisers find that the quota method works much better with a soft-pedal attachment. Realizing that money can lose a lot of its appeal to a man making all he needs for a modest living, these firms vary the quota plan by offering for work well done something that money cannot buy. One concern, after some experiences with money prizes, substituted a trip to the factory at the end of the quota year. Interest, of course, was maintained by publishing the scores in the weekly paper, but little effort was made to "drive" the men—on the contrary, they were told the quota was not so much for making them work harder, but merely represented the amount of business which the management *estimated* a given territory ought to produce.

In contrast with the results from the old unvarying method of a series of prize contests, the secretary of the company tells PRINTERS' INK that during the 1914 quota year sales have been increased 24 per cent, the factory capacity has been doubled, several new branches have been opened, the output for Europe has been sold in the United States and a Canadian selling force has been organized. Remembering that this advertiser has been in business twenty years, and does a business of over \$1,500,000, this is no small accomplishment. It also proves that it pays to take into consideration the personal feelings of a sales organization when planning sales stimulation.

IDEAS

**without obligation
on your part**

Long experience has taught us that advertising pictures must do much more than merely attract attention or decorate pleasingly. The thought and punch that we get into our drawings tells your selling story in one *eyeful* and actually *sells*.

Write for our booklets and printed matter and note how some of the largest National advertisers are using our service.

If you will give us a statement of your requirements we will be pleased to submit our ideas in typewritten form, without obligation on your part, or in sketch form at a nominal charge.

**CHARLES DANIEL
FREY COMPANY**

Advertising Illustrations

**Monroe Building
CHICAGO**



Advertising That Means Business

In no line of advertising has greater advancement been made or more solid results realized than in poster advertising. As perfected by the American Posting Service, embracing thousands of locations in the busy streets and boulevards of Chicago, poster advertising brings business all the time. There is certainty that many thousands of people will see posters and be impressed by them every day and night, and at a very moderate cost.

American Posting Service

Chicago

B. W. ROBBINS, President

Illinois

Printers' Ink's Subscription Prices

In view of frequent requests for special rates on single subscriptions and for clubbing offers on a number of orders sent in at one time, PRINTERS' INK wishes to bring attention to the following, as printed on all subscription blanks:

"Note: A subscription to PRINTERS' INK for one year costs \$2, for six months \$1. For three years, paid in advance, \$5. Canadian postage; fifty cents per year extra. Foreign postage; one dollar."

PRINTERS' INK offers no inducement for subscriptions, outside of editorial merit and interest. No premiums, no commissions to subscription agencies, and no low rates to any individuals or organizations.

PRINTERS' INK PUBLISHING CO.

12 West 31st Street

NEW YORK

Setting the Stage for the National Campaign

**How the Baer & Wilde Company
Has Prepared for a Consumer
Campaign on Jewelry—Plans to
Have Distribution So Complete
That Ads Need Not Be Signed—
A "Teaser" for Jobbers**

BEGINNING in March a consumer campaign for a line of novelty jewelry will be "sprung" in a long list of national mediums. Though the work with jobbers and dealers has been going on aggressively for three months past, and the campaign has been worked out in all its details, not an inkling of the subject has reached consumers except where, here and there, a wide-awake dealer has displayed the goods in his window. It is planned that when the consumer campaign is actually started, the goods will be accessible in practically every jewelry store in the country, and the jobbers' salesmen will be thoroughly familiar with the handling of the line. So confident is the company of the result that it declares that the national copy, when finally released, will not be signed by the name of the manufacturer at all. The trade-mark will be strongly featured, and the consumer will be directed to see the goods at the local jewelry store.

The goods to be featured* comprise a list of 25 and 50-cent novelties for men and women, to be sold under the name of "Touchwood Jewelry"—the trade-mark having been drawn from the old saying, "touch wood for luck." To lend whimsicality to the copy, a

couple of characters were evolved, known as Mr. and Mrs. Touchwood, and these figures have been made up in the jewelry itself, with oak heads, jeweled eyes, and gold and silver bodies. These characters are used in the advertising, on the window cards, letterheads, envelopes, etc.

The manufacturer, the Baer & Wilde Company, Attleboro, Mass., presented the line early in November, through its own salesmen to the jobbers, and advertised it simultaneously to the trade through the *Jewelers' Circular, The Keystone, and Manufacturing Jeweler*. A series of direct mail pieces to the trade was started at the same time. The

[illegible]

TELLING THE NEWS OF THE CAMPAIGN TO THE TRADE

trade-paper copy, a specimen of which is reproduced, gave complete details of the consumer campaign which was contemplated and carried a coupon by which the dealer could order on approval one of half a dozen as-

sortments of the goods. These assortments were made up in convenient sizes for the jeweler, with his profit plainly stated, and each piece of jewelry mounted on a card which bore the retail selling price in plain figures. In each assortment, twelve pieces were set apart with a window card for display.

A TEASER CAMPAIGN FOR JOBBERS

At the jobbers' conventions, held before the first announcement of the line, the company staged a "teaser" campaign. The *Manufacturing Jeweler* describes what happened at the Providence convention as follows:

"'Touchwood' first appeared on a bulletin board facing the Union Station, the most prominent location in Providence, directly in the path of every visiting jewelry and novelty buyer. 'Touchwood for Luck'—'Ask Your Jeweler' was all it said. But it started everyone wondering what on earth Touchwood was.

"When the jewelry buyer arrived at his hotel, he saw in the rotunda a big colored card staring him in the face. This also bore the mystic legend, 'Touchwood for Luck.' In the elevator, the same message was repeated and not until he had closed the door of his room did he cease to see Touchwood cards.

"Soon, however, an envelope was handed him. 'Touchwood for Luck' says the envelope. Inside is a circular—reprinting the first trade advertisement, which introduced Touchwood without mentioning it was jewelry. A color card was also enclosed, which entitled the bearer to a Touchwood cocktail or highball when presented at the hotel bar. Over the bar, when he went there, was another card saying—'Put the Kibosh on your Jinx—Touchwood for Luck.' On returning to his room, he finds that Mr. and Mrs. Touchwood have again visited him; this time leaving three quality cigars enclosed in an envelope. On each cigar is a lithographed band, 'Touchwood for Luck.' Finally appears a pack of playing cards, every one printed

on the back, 'Touchwood for Luck.' After this they were called on by a Touchwood salesman with a full line of samples."

Speaking for The Baer & Wilde Company, G. S. Standish writes:

"The Touchwood campaign has aroused great interest in the jewelry trade because of the unique features of the novelty and the completeness of the advertising plan.

"A number of publications with which the national advertising has been placed have written asking if the omission of the manufacturer's name was intentional, showing how unusual a procedure it is. The trade, however, seems to appreciate the talking point that the manufacturer is seeking no glory and no profit for himself, except it come to him through the retail distributor and the jobber, and this feature of the campaign is proving to be helpful in showing dealers the wisdom of displaying Touchwood jewelry and Touchwood show cards in their windows."

The list of national mediums in which the consumer copy will appear includes: *Cosmopolitan*, *Hearst's*, *Munsey's*, *Red Book*, *Argosy*, *American Boy*, *Boy's Magazine*, *Leslie's*, *Illustrated Sunday Magazine*, *Life*, *Physical Culture*, *Popular Electricity*, *Popular Mechanics*, *St. Nicholas*, *Ladies' World*, *Modern Priscilla*, *Today's*, *Christian Herald*, *Motion Picture*, *Everybody's*, *American*, *McClure's*, *Judge*, *Sunset*, *Collier's*, *Blue Book*, *Green Book*, *Lippincott's*, *Popular*, *Smith's*, *Strand*, *American Sunday Magazine* and *Associated Sunday Magazine*.

Shanks an Officer of Motor World Pub. Co.

Charles B. Shanks, business manager of the Motor World Publishing Company, has been elected vice-president and secretary of that company and also of the A. B. Swetland Company.

Dyer Has Kellogg Account

The account of the Kellogg Toasted Corn Flakes is now being handled by the George L. Dyer Co., New York.

ARKENBERG

Special Agency

CLASSIFIED SERVICE

**Is Recommended and Used
by 97 Advertising Agencies**

Included in this number are some of the largest.

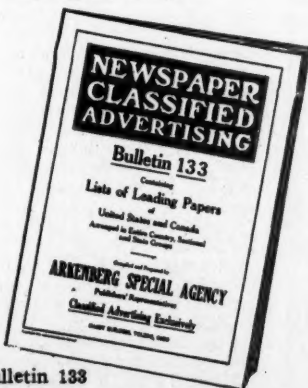
They know the value and extent of our service.

They use it because it relieves them of the tremendous amount of detail work connected with handling Classified, leaving them time to devote to their clients' interests.

This enables you, Mr. Advertiser, to secure the services of the best equipped Advertising Agencies, to plan, prepare and successfully handle your Newspaper Classified campaign.

Think what this efficient Agency co-operation means to you who may be desirous of launching an advertising campaign!

Success would be assured from the start—no experimenting necessary.



Bulletin 133
Sent Free on Request

It costs you *no more* than you would pay for placing the advertising.

You owe it to your business to take advantage of the best.

**ARKENBERG
SPECIAL AGENCY**

Publishers' Representatives
Nasby Bldg., Toledo, Ohio

*One of the 97 Agents
is located near you.*

From an expenditure of less than \$10,000 in magazine advertising, covering a period of twelve months, 48,138 requests were received for sample copies of

PHYSICAL CULTURE

11,553, or nearly 25 per cent. of these requests were turned into yearly subscriptions.

Only a powerful editorial appeal could have accomplished this result.

A powerful editorial appeal means a powerful advertising medium—always.

Is PHYSICAL CULTURE on your list?

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building

W. J. MACDONALD, Manager

We are members of the
Audit Bureau of Circulations

HIGH GRADE CATALOGUE BINDING

IN CLOTH AND LEATHER

WE know what
you want.

Thomas Y. Crowell Co.

426 - 428 West Broadway, New York

(ESTABLISHED 1894)

When Publicity Benefited the Bank of England

JAMES CREELMAN'S death in Germany while still in the prime of life recalls an exploit of which any newspaper reporter might be proud. He was in London at the time of the Baring crisis in 1890, and performed the unheard of feat of securing, for the New York *Herald*, an exclusive interview with the Governor of the Bank of England.

It is a matter of history how the Governor, the Right Honorable William H. Lidderdale handled that crisis. He lived to see the Barings successfully liquidated and stronger than ever with the financial situation in Argentina restored. The £3,000,000 gold, which he borrowed by means of acceptances from the Bank of France, returned in due course with the seals of the packages unbroken. The London market was tidied over a desperate emergency, with the minimum of disturbance, although there were some forty failures in the Stock Exchange.

Lidderdale died not long ago, leaving an estate valued at only £2,000. He was a strong man and an honest one. But the idea of interviewing him was so remote that only an irreverent American would have thought of it. Creelman had no pass key or letters of introduction. He simply went to the Bank of England, and starting with the astonished "beadle," worked his way up. He was sent from department to department, to the secret amusement of various heads, until he actually found himself in the presence of the Governor.

But the joke failed to explode. Lidderdale was a long-headed Scotchman, much too intelligent not to see the value of publicity at such a time. He was no slave to precedent. He gave Creelman an excellent interview of a frank and reassuring character, which was published in the following Sunday's New York *Herald*. It was a great scoop; and the Lon-

don papers spent money frantically on cable tolls, getting facts on their own situation from New York, for their Monday morning issue.

A precedent was set, and since that time English financiers have been more approachable. It may be said also that publicity there, as in Wall Street, has done much to clean up admitted evils, and to set honest finance right with public opinion. The story is well worth recalling, for it has an obvious moral which should never be forgotten.—*The Wall Street Journal*.

Four New Tobacco Chain Store Concerns

The United States Tobacco Journal's record of chain-store development in the tobacco trade for the last six months of 1914, as published in a recent issue of that paper, shows that fifty-six new stores were added to chains already in existence and four new corporations formed expressly to operate chain smoke-shops came into being during that time.

This record, while possibly omitting mention of stores in remote districts not yet reported, is made up of store openings throughout the country reported by the paper's correspondents in more than thirty cities during the year. The new corporations entering the trade during the last half of 1914 are the Goodman-Lanstrum Cigar Company, of Helena, Mont.; the A. B. Hess Cigar Stores Company, of Lancaster, Pa.; the Bourse Cigar Company, of Boston, Mass., and the O'Malley & Liddy Cigar Company, of Kansas City, Mo.

An Illuminating Explanation

A correspondent of *The Iron Age* writes:

"In talking to a manufacturer the other day about his product I asked him why he doesn't use ball bearings. 'Well,' said he, 'ball bearings are better than plain bearings, all right, but our catalogues are all made up showing plain bearings, and it would be a big nuisance for us to have to make new cuts of all our machines and make the other necessary changes. Perhaps we will begin to use ball bearings in a few years, shortly before we get out our next catalogue.'"

Soap Premium Advertised

Classic Soap, a new white vegetable oil laundry soap, is being introduced in Cleveland by advertising for one week a 50-cent aluminum saucepan free for ten wrappers from the soap. The object is to induce each housewife to buy ten bars as a trial order instead of one bar, as they would ordinarily do in trying out a new product.

TWO PAPERS

Read for information. National advertisers who enter the Pittsburgh field need them.

The Pittsburgh Gazette Times

Morning and Sunday

Pittsburgh Chronicle Telegraph

Evening except Sunday

Co-operation and 100% efficiency are offered. Include them in your list.

**Flat Combination Rate
22½c. Per Agate Line**

for both papers when the same copy appears in consecutive issues. For further information write

Urban E. Dico,
Foreign Advertising Manager,
Pittsburgh, Penna.

J. C. Wilberding,
295 Fifth Avenue,
New York City.

J. M. Branham Company,
919 Mallers' Bldg., Chicago.
Chemical Bldg., St. Louis.

SPRINGFIELD

(Massachusetts)

REPUBLICAN

DAILY, (MORNING) \$8.
SUNDAY, \$2. WEEKLY, \$1.

This famous New England newspaper, established in 1824 by Samuel Bowles, is an exceedingly effective advertising medium for high-class products.

A new advertising rate
card is to take effect March
1, 1915. Send for a copy.

R. s. v. p.

I am looking for a responsible position. I am only a 96% man—none of us is perfect—yet I produce 100% results. I have to my credit fourteen years of uninterrupted successes as Sales Manager and General Manager. I know Buying, Selling, Advertising and Merchandising. I can make Salesmen out of order-takers, and can make two orders grow where formerly was only a "p. c." If you offer the opportunity, I create the success. Am 42 years of age. My references will satisfy you. Write confidentially, S. P. Box 255, care of Printers' Ink.

Canada Offers Great Opportunities To You

Are you doing business in Canada now or have you investigated the wonderful chance your product would have in this undeveloped territory? In either case, we would like to get in touch with you. We will pack and ship your goods and act as your Canadian Manufacturers on either a commission or salary basis. Our plant is just across the river from Buffalo and offers good shipping facilities throughout the Dominion. You need us and we need you. Let's get together.

PARISIAN PRODUCTS CO. LTD.
Fort Erie, Ont.

Eliminate Waste—Raise Standard of Advertising

The Joseph & Feiss Co., maker of "Clothcraft" clothing, has this to say in the "Clothcraft Store Exchange" on waste in advertising material sent dealers:

"Many retailers would be astonished and would gladly co-operate with us if they could see for themselves just how far-reaching is the damage done by waste—waste that with a little care could be entirely eliminated to their benefit and the benefit of others.

"Now let us do a little figuring. "One thousand retailers are sent Window Cards. Seven hundred of these retailers use them. Three hundred don't. You see the point already. Now wouldn't it be a lot better to stop that waste and put the cost of these 300 cards into better cards for the 700 who will use them or into some additional help?

"It is our ambition—our desire—to give every Clothcraft retailer the best Ad Service possible within our appropriation. We want you to have the benefit of every feature we prepare for retailers, but we also want you to help us make that service better by eliminating waste. This you can do by ordering your advertising on requisitions sent you from time to time.

"If you don't, we have no way of knowing that you want it. Sending advertising where it will not be used is waste—you cannot afford to let us do it."

A Skeleton Structure Is a "Building" Under the Law

The Kellogg Toasted Corn Flake Company has again won its electric sign contention and proved that even a skeleton structure is a "building" under the law, if it results in obstructing another. This is the case in which the owners of the Mecca building, just above Times Square, in New York, sued the cereal concern for rent of space on the roof for its big "crying kid" sign and the company refused to pay because another sign had been erected in front of its sign, so as to obscure it. In the lower court the Kellogg Company won, paying only the award it agreed that it owed before the blanketing of the sign occurred. The Mecca building owners appealed and now the Appellate Division of the Supreme Court has affirmed the lower court's decision that the objectionable sign in front of Kellogg's was a "building" and justified the cereal company in vacating its lease.

Plans for Affiliation Convention

The Detroit Adercraft Club has appointed Howard D. Glenn, G. J. Hopcraft, Joseph Meadon, Harvey J. Campbell, Gordon W. Mac Edward, Stephen D. Fry and R. C. Fowler as a "100 for Rochester Committee" to look after the Detroit delegation to the meeting of the Affiliated Advertising Clubs in Rochester in May.

Programme of Forum in Industrial Journalism

The second lecture of the course being given at New York University under the auspices of the New York Trade Press Association was given last evening. Edward A. Simmons, president of the Simmons-Boardman Publishing Company, was the speaker, and had as his subject "Business Press Opportunities."

The programme for the balance of the course follows:

March 10: "The Reason for Trade and Technical Papers," by James M. McGraw, president, The McGraw Publishing Company.

March 24: "The Special Service of the Class Paper to an Industry," by H. M. Swetland, president, United Publishers' Corporation.

April 14: "The Technical Paper and the Manufacturer," by John A. Hill, president, Hill Publishing Company.

April 28: "The News Service of the Trade and Technical Press," by W. H. Taylor, president, David Williams Company.

May 5: "Standards of Practice of the Business Press," by W. H. Ukers, editor, the *Tea and Coffee Trade Journal*.

May 19: "The Making of a Trade Paper," by John Clyde Oswald, editor, the *American Printer*.

These lectures are for men and women interested in industrial journalism. Cards of admission may be obtained, free, upon application to James M. Lee or Albert Frederic Wilson, 32 Waverly Place, or S. T. Henry, Secretary New York Trade Press Association, 231 W. Thirty-ninth Street, New York.

He Asks to Be Resurrected

As was stated in the February 18 issue of **PRINTERS' INK**, G. Maynard Sanford was recently put in charge of the advertising for the Rexall dealer stockholders.

Some of his friends, having misread the item, immediately assumed that R. D. Lane, advertising manager of the United Drug Company, making Rexall preparations, was "out." Mr. Lane, in a letter to **PRINTERS' INK**, good-naturedly suggests that he is not "dead" in spite of the supposition of his friends, and he asks that he be revived in our next issue. He writes:

"Now, I'm not dead, and while it's true that Mr. G. Maynard Sanford, formerly associated with the Norris, Alister-Ball Company, is now connected with the advertising department of the United Drug Company, I am still—no, not 'still,' for that suggests a mortuary quiescence—yet 'holding down the job.'"

Zobian Has Account of Hamilton Corporation

The advertising accounts of Justin Seubert, Inc., cigar manufacturer of New York, N. Y., and the Hamilton Corporation, a New York coupon concern, have been placed with James Zobian, New York City.



It's the Pictures and Copy Not the Paper, That Interest Your Prospects

NOBODY asks what paper you use in your catalogs or booklets. What interests your prospects is the facts about your goods.

By specifying *Ticonderoga Eggshell* and *Special Magazine* papers, you can spend more time and money on pictures, copy, and good printing, and increase by just that much the pulling power of your catalogs and booklets. You can economize on paper without jeopardizing your results.

Ticonderoga Eggshell Book, made in both White and India, is an antique paper adapted to all type or line drawing reproductions.

Ticonderoga Special Magazine is a halftone paper that prints with perfect results one and three-color cuts of the finest screens.

We make a specialty of these two grades of paper. Our large production and complete distribution enable us to maintain their high quality and at the same time sell them at a low cost.

Write us for samples of these two papers and see for yourself just how they print.

Your printer will tell you the name of our agent in your city.

TICONDEROGA PULP & PAPER COMPANY

Fifth Ave. Bldg., New York

The Little Schoolmaster's Classroom

IT would perhaps be going too far to say that Mr. Charles W. Mears is sore, but it may conservatively be stated that he is somewhat peeved.

I assert, and Mr. Mears admits, that he does some of the best advertising in the automobile field. It is reasonable and logical, and breathes intelligence and sincerity. Also, I am led to believe, it sells a good many Winton cars.

But in his address on the "Mystery of Advertising Copy," he says that decisions to purchase are not reached by any intellectual process whatever. In other words, there are benighted people here and there who pass up the Wintons and buy Fords, Chalmers, Packards, Saxons, Overlands and Buicks, thus giving incontrovertible evidence of mental deficiency.

* * *

But suppose every car-buyer should be convinced by Mr. Mears' intellectual ads? What would happen to Sir Henry and Lord Hugh and the rest of the automobile barons who, through some unaccountable hallucination, cherish the belief that their ads are also reasonable and logical and that folks who buy any other car are headed straight for the funny house? Suppose all of them were possessed of the prerequisites for intellectual exercise and all insisted on Wintons? Wouldn't the Winton company have to issue bonds to build additional factories and equip 'em to meet the demand? Sure, Mike! And Mr. Mears, in his ads, says: "Bonds is pizen," or words of similar import.

* * *

I'll admit that the reasoning power of most folks is sadly deficient, because so many of them disagree with me. Some even go so far as to think they think Teddy is not the greatest man in the world, which is conclusive evidence of mental decay.

The pith of Mr. Mears' able

and admirably constructed address is this:

* * *

"Since advertising copy is required to pull, since it must possess a motive power demanded in no other type of literature, the conclusion is obvious that advertising copy must embody some element foreign to general literature.

"To the practices of the world's best writers he must add a distinctly different element. If he puts that element into his work, your advertising wins; if he doesn't, it loses. So that this peculiar and absolutely necessary element is very much like charm in women. You will recall what J. M. Barrie says about charm, that if a woman has it, she doesn't need much else, and if she lacks it, nothing else will help her very much.

"It is not my purpose to enter upon an analysis of this unique element demanded in advertising literature—the one element that makes advertising successful. I do not intend even to give it a name. My purpose is to bring to your attention the overlooked fact that there is a key to successful advertising, and that you can have that key if you seriously want it.

"But it is not to be found in general literature. It is not to be found in splendid art work or in precise and harmonious type composition either, for general literature has long made use of these.

"Where, then, is this one essential and distinguishing element to be found? How shall the advertising writer lay hold of it? How shall he put into his copy the mysterious moving force that impels men to buy things—particularly to buy the things that you have for sale?

"Advertising literature approaches the reader through the reader's mind. From this beginning it is commonly argued that the reader's reception of an ad-

vertisement will be logical—that if you supply him plenty of information about which to reason he will act accordingly. And writers are sadly misled by this conclusion, because it contains just a delusive fragment of truth. The weight of evidence is greatly to the contrary.

"Advertising aims to increase buying, and it is a most palpable fact that people generally do not buy along the line of logical thinking."

I submit that Mr. Mears gives evidence of a mighty mean disposition. He marches us up the hill and then marches us down again. He excites our curiosity by telling us there is some mysterious element without which advertising copy lacks pull, punch and power and is pale, punk and pifflous, and then he positively declines to tell us what it is. And just between ourselves, I'll be dog-gone if I think he knows himself.

Whatever it is, he must get it into his ads, because, for several successive Saturday afternoons. I

have invited a Winton man to go to a matinee and the answer always is: "Gosh, old man, I'm awful sorry, but I'm so busy delivering cars, I can't take a minute off."

I am considerably disturbed and confused by Mr. Mears' arguments. He says: "Advertising literature approaches the reader through the reader's mind," and that this method is futile. Also that: "The thief knows intellectually that he should not steal, but in spite of that knowledge he does steal. The burnt child need not know intellectually a single thing about fire, yet he avoids the flame. Last night you were expected at a committee meeting. You had no other engagement and it was really your duty to go. You knew that intellectually, yet you stayed at home. Can you still say that intellect causes human action?"

* * *

Isn't it probable that the thief really does reason and reach an intellectual conclusion, however

FIVE DAYS FREE

WE WILL SEND YOU the greatest and most complete work on Sales Letters, for five days, without one cent of expense to you.

LETTERS THAT MAKE GOOD will show you how to become a master of the art of Letter Writing—how to make your letters pull more replies—more orders. Makes you a *Judge of Pulling Power* in Sales Letters. It is a complete course in Correspondence Salesmanship. 465 pages—more than 300 complete Sales Letters, examples and forms with analyses and records of results.

"LETTERS THAT MAKE GOOD"

The Book With 100 Authors—Third Large Edition

This is a partial List of the Many Subjects Treated

Developing a Sales Letter Plan
Salesmanship in Letter Writing
Educational Campaigns
Follow-up Campaigns
Good-will Letters
Forcing Replies
Value of the Fill-in
Human Interest, Letters
Human Nature in Letters
Answering Inquiries
Following up Inquiries
Individuality and Personality

"Gingering Up" Dealers
Getting New Business
Correspondence Department
Letterheadings
How to Get the Viewpoint
Collecting the Data
How to Make the Approach
The Body of the Letter
How to Bring It to a Close
Good and Poor Closings
The Direct Command
Salesman's Auxiliary Letters

Worth many times its cost every time you write a Sales Letter. Write us on your own business letterhead and we will send it to you, prepaid. If you wish to keep it, remit the price, \$5.00; if not, return it within five days. Recommended by the Associated Advertising Clubs of the World in "The Nucleus for An Ad Club Library", and used by them to illustrate Lectures on Letter Writing.

Catalog of Business Books on request.

AMERICAN BUSINESS BOOK COMPANY

451 Causeway Street

Boston, Mass., U. S. A.

If You Need a Young Man

Who can bring the results from your Advertising to "better-than-usual"—
Who can increase the orders received from your letters and circulars—
Who can manage a Sales or Adv. Dept. efficiently and cut costs—
Who has the experience but who is not so old that he is wedded to a rut—
Who wants to connect with a live concern and become a permanent brick—
Then address "A. M.," Box 254, care of Printers' Ink.

A Poster Campaign

**ST. PAUL and
MINNEAPOLIS**

will surely give **YOU RESULTS**

NORTHERN DISPLAY AD CO.

Scott Poster Service, - - - St. Paul

Breslauer Poster Service, - Minneapolis

M. BRESLAUER, Manager

THE DOMINANT Electric Sign IN JACKSONVILLE FLORIDA

Prominent location, wide showing, opposite Union Passenger Depot. Now showing I. W. HARPER Whiskey—will sell steel frame-work and lease for nominal sum, size of present sign, over all, approximately one hundred and twenty feet by forty feet. Electricity rate .07 cents.

**BERNHEIM DISTILLING
COMPANY
LOUISVILLE, KY.**

incorrect? He may believe that wealth is unevenly and unfairly distributed, and seek only to correct this condition, to such an extent as his skill may permit. And the child who avoids a second burning surely reasons logically, according to the prescribed formula, from premise to conclusion.

As for staying away from a committee meeting, I think that shows intellect of a high order—most committee meetings are blamed dull and dispiriting. Let the chairman do the work—he's probably got a slate fixed up, anyhow, so you may as well stay at home and read **PRINTERS' INK**.

The British authorities, after vainly endeavoring to reach the militant suffragettes, through their minds, tried to insert ideas into their midsts by means of a rubber tube, but even this method did not appear very convincing. Still, if advertising literature must not approach the reader through the reader's mind, we might try to siphon it into his inner consciousness, or compress it and administer in tablets.

As a matter of fact, the buying impulse is intellectually developed. Buyers do reason. They arrive at their decisions by logical processes. Ask any man or woman why a certain thing was bought, rather than another, and nine times in ten you will get a reasonable reply.

They bought because they were "intellectually" convinced of the wisdom of the purchase. Nine in ten were convinced by advertising of some form.

Different minds operate variously and respond to arguments of diverse form, but, like the humble insect so justly celebrated in song, they all get there just the same.

An advertisement writer vibrates in unison with a greater or less number of his readers and leaves the rest inert. The more varied his own experience—the more he knows about many kinds of people—the greater will be his sympathetic public. As he changes his copy from issue to issue he uses new forms, new similes and

approaches the reader's mind from different angles. But the sale is made in the mind before it is made over the counter.

* * *

"Reason Why" copy, in this broad sense, always was and always will be effective. If it sometimes seems to fail it is because the reasons are not rightly stated—not because the principle is wrong. An intellectual conclusion precedes every purchase. When you order a Bronx, you don't want a Manhattan, do you? And the reason is that, by severe mental effort, you have made up your alleged mind that gin is better for you than whiskey, and that orange juice also helps some to take the curse off.

I'll admit that steering cock-tails across the bar is not a highly intellectual pursuit, and I chose this illustration to demonstrate that even in very simple, not to say foolish purchases the intellectual processes are called into play and the result is that of reasoning however erroneous.

Harris Bros. Buy Lozier Plant

Creditors of the Lozier Motor Car Company, of Detroit, will receive approximately 80 per cent of their claims. Harris Bros., of Chicago, presented a bid of \$1,000,000 for the properties, which was accepted, the entire amount to be paid within one year. Samuel Winternitz & Co., also of Chicago, bought the Kritt assets at \$120,000.

Returns to Detroit for Service Corporation

On March 15 L. R. Alwood will take charge of the Detroit branch of The Service Corporation. He is now in the corporation's plan and copy department in the Troy, N. Y., office.

I WILL SELL

My services as a sales-advertising worker to a magazine, agency or manufacturer. Well-rounded advertising and selling experience makes me worth to someone more than I shall ask. My present job doesn't offer big enough opportunities. References with pleasure if desired. Address "R. A.," Box 256, care Printers' Ink.

THE NATIONAL (loose-leaf) DIRECTORY of ADVERTISERS is filling a long felt want

Our Service gives the names of the "MEN WHO DECIDE"—the men who control the expenditures of the NATIONAL ADVERTISERS. There are upwards of 12,000 National Advertisers in our Directory.

We give a valuable list of 2500 Trade Marks—that are advertised—with name and address of the manufacturers. Also list of all Advertising Agents.

We keep you advised of all changes as they occur.

Write NOW for loose-leaf portfolio. List supplied for any section of the United States printed in LOOSE LEAF FORM or CARD INDEX.

THE NATIONAL (loose-leaf) DIRECTORY OF ADVERTISERS

Singer Building

New York City

The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

LIFE ANNUITIES—Contracts issued ALL ages pay from 6% age 42 to 13% age 70. No medical examination.

MONTHLY INCOME INSURANCE. Annual saving on premiums of 25% to 40%.

J. A. STEELE, 170 Broadway, NEW YORK

LincolnFreie Presse

LINCOLN, NEB.

Actual Average
Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

College Advertising

We know what and how the college men buy. We can put you in touch with the dealers they buy from. Ask us how we co-operate with manufacturers.

USA

Collegiate Special Advertising Agency, Inc.
503 Fifth Avenue, New York

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & COMPANY
ADVERTISING
26 Beaver Street, New York
Chicago Philadelphia Boston

ADVERTISING MEDIA

PACIFIC COAST FARMERS of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

ADVERTISING SERVICE

Write us when you want strong, forceful letters, booklets, etc., prepared. Fifteen years' experience. Ad. Widder Co., 151 Broadway, Brooklyn, N. Y.

ARTISTS



WILL BRADLEY CUTS
750 in our new catalogue.
25 cents credited on first order.
Will Bradley's Art Service
131 East 23rd St. New York



BINDERS

SELF BINDING COVERS for photographs, price lists, catalogs, reports, etc. Reports, catalogs, etc., bound in cloth, leather and canvas. Books interleaved with blank paper and bound. Flexible work a specialty. Brief Cases, wallets, sample cases. Anything in leather. "The Park" Bookbinder, 12 & 14 Warren St., N. Y. City. Established 1837.

HELP WANTED

A Sales Manager who can make good on the road, as well as develop and train a sales force. If you are the man, here's your opportunity. K-Co., Box 699, c/o P. I.

ADVERTISING MAN wanted for rapidly growing Service Agency handling retail, national and direct advertising; salary \$25 to \$50 per week, depending on ability; only experienced copywriters need apply; send samples with letter. Banker-Martin Co., Free Press Bldg., Detroit, Mich.

Wanted by Manufacturing Clothiers of national reputation, a wideawake advertising man, moderate salary to start but unlimited opportunity for one of ability; application must state age and give fullest details as to employment and idea of handling the advertising of such a concern, based on an advertising expenditure of \$50,000 to \$75,000 annually; also, samples of work. Box 694, c/o P. I.

Wanted — Advertising Man

Young man with technical training and advertising experience to prepare engine copy for catalogs, booklets, folders, etc., that reach both farmer and manufacturer. An exceptional opportunity for a man who knows engines and trade conditions and who can express himself clearly and forcefully. State salary expected and qualifications. Address Box 692, c/o P. I.

Ideas in Print

Agency seeks man of exceptional cleverness in devising layouts and striking ideas in print. An executive who can take full charge of art, plate making and printing and produce results of the tasteful distinctive sales-bringing kind. An unusual opening for a man of marked ability in these lines. Send full statement of past record and specimens of work done. State salary desired. All communications considered in strict confidence and returned if so requested. Box 697, c/o P. I.

POSTER STAMPS

Hundreds of beautiful, original styles and designs Advertising and Pictorial stamps suitable for Manufacturers, Exporters, Jobbers, Retailers, Transportation Lines, etc. Standardized processes of manufacture give attractive Stamps at low prices. Assortment of samples if requested on letter head. THE DANDO CO., 26-32 So. 3rd St., Philadelphia, Pa.

POSITIONS WANTED

Experienced newspaperman, with some sales and advertising experience, desires to enlist with National Advertiser. Capable correspondent, bookkeeper and typewriter. I. C. S. Graduate. Box 700, P. I.

Copy Man of experience and ability desires to connect with good, reliable Agency. Thoroughly capable and expect good salary. At present Advertising Service Manager of Daily Newspaper. Box. 695, c/o P. I.

Man with good personality, good brains and good habits—an average \$50 a week man, seeks position where he can work harder and earn more. Has a thorough knowledge of printing, engraving, lithography and paper market, and some experience with direct advertising campaigns.

Write for full details—all correspondence strictly confidential and letters returned if desired. Box 698, c/o P. I.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

GOOD PRINTING—HALF PRICE. Bond letterheads, envelopes, cards, \$1.50 per M. Reduction in quantities. Catalogues, booklets, advertising literature. Century Printing Co., 209 William St., New York City.

PUBLISHING BUSINESS OPPORTUNITIES

\$10,000 will buy a small technical monthly which will earn a living for advertising man from the start. Harris-Dibble Co., 71 West 23rd Street, New York.

STANDARD BOOKLETS

Highly Specialized ability to write and design and facility to print small and large editions of booklets, standardized $8\frac{1}{2} \times 6$, in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. THE DANDO CO., 23-32 So. 3rd St., Philadelphia, Pa.

TO LET FOR BUSINESS PURPOSES

At 450 4th Av., N. Y., sublease; splendidly equipped for publisher, adv. agency, etc.; large or small quarters; 10th floor.



In 1916 You'll want 1914-15

A year from now you will undoubtedly have many occasions to refer to what happened last year and this, in advertising. Only you won't be able to make those references unless you order your set of PRINTERS' INK bound volumes soon. \$2.00 per volume from Jan. 1st, 1914. \$8.00 for the complete yearly set of 4 books postpaid.

PRINTERS' INK PUBLISHING COMPANY, 12 West 31st Street, New York

Roll of Honor

ALABAMA

Birmingham, *Ledger*, dy. Average for 1913, 29,003. First 2 months, 1914, 30,345. Best and cleanest advertising medium in Alabama.

ARIZONA

Phoenix, *Gazette*. Average daily circulation for 1914, 6,881.

CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1914 (sworn) 19,414 daily, 2c.; Sunday, 17,168, 5c.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1914, 9,776

Peoria, *Evening Star*. Circulation for 1913, Daily, 21,688; Sunday, 10,876.

INDIANA

South Bend, *Tribune*. Sworn average Jan., 1915, 13,611. Best in Northern Indiana.

IOWA

Burlington, *Hawthorne*. Average 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, *Register and Leader-Tribune*, daily average May '14, 69,334; Sunday, 46,895. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Waterloo, *Evening Courier*, 56th year: Av. dy. 1913, 9,231 Daily aver., Apr. to Sept. 1914, 14,263.

KENTUCKY

Louisville, *Courier-Journal*. Average 1914, daily, 33,398.

LOUISIANA

New Orleans, *Hem*, net daily average for 1914, 56,960.

MAINE

Augusta, *Kennebec Journal*, daily average 1914, 11,763. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1914, daily 11,763

Portland, *Evening Express*. Net average for 1914, daily 20,944 Sunday *Telegraph*, 14,130.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1914 — Sunday, 61,847; daily, 80,176. For Jan., 1915, 77,068 daily; 66,342 Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, *Evening Transcript* (60). Boston's tea table paper. Largest amount of week day ad.

Salem, *Evening News*. Actual daily average for 1914, 20,031.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Larg'st ev'g circ.

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average 1st 9 mos. 1914, 113,166. Actual average for 1914, 115,391.

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily *Tribune*, 109,987; Sunday *Tribune*, 155,144.



MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1914, 123,373.

NEW JERSEY

Camden, *Daily Courier*. Daily average circulation for 1914, 11,014.

NEW YORK

Buffalo, *Evening News*. Daily average, for 1913, 93,379.

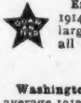
Schenectady, *Gazette*, daily. A. N. Llecty. Actual Average for 1914, 23,017. Benjamin & Kentnor, 235 Fifth Ave., New York; Peoples' Gas Building, Chicago.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, 113,497; Sun., 144,064. For Jan., 1915, 127,632 daily; Sunday, 163,163.

PENNSYLVANIA

Erie, *Times*, daily. Average circulation 1914, 23,370; 23,262 av. Jan., 1915. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



Washington, *Recorder and Observer*, circulation average 1913, 13,576.



West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1914, 12,508. In its 43rd year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Times Leader, eve. except Sunday. Aver. net daily circulation for 1914, **19,989**.

York, Dispatch and Daily. Average for 1914, **20,523**. Covers its territory.

RHODE ISLAND

Providence, Daily Journal. Average net paid for 1914, **20,665** (©©). Sunday, **35,015** (©©). **The Evening Bulletin**, **48,773** ave. net paid for 1914.

Westerly, Daily Sun. S. E. Conn. and S. Rhode Island. Sun to every 7 persons. Aver. cir., 1914, **6,688**.

VIRGINIA

Danville, The Bee (eve.). Average for 1914, **8,799**. Jan., 1915, average **8,607**.

WASHINGTON

Seattle, The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It is a gold mark paper of the first degree. Quality and quantity circulation means great *productive value* to the advertiser. Aver. daily cir. last six mos. 1913, **67,000**; Sunday, **86,887**. In March, 1914, the *Times* beat its nearest competitor by 393,534 agate lines.

Tacoma, Ledger. Average year 1913, daily and Sunday, **21,581**.

Tacoma, News. Average for year 1913, **20,610**.

WISCONSIN

Janesville, Gazette. Daily average, 1914, daily **7,139**.

Racine (Wis.) Journal-News. A. B. C. audit gives biggest circulation.

SASKATCHEWAN, CANADA

Regina, The Leader. Average, 1914, **16,619**. Largest circulation in Province.

Want-Ad Mediums

CONNECTICUT

NEW Haven Register. Leading want ad medium of State. Rate 1c a word. Av. '14, **19,614**.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined. 1c a word; 7 times, 4c.

MARYLAND

THE Baltimore News carries more advertising than any other Baltimore daily. It is the recognized Advertising Medium of Baltimore.

MINNESOTA

THE Minneapolis Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, **116,791** more individual Want Advertisements than its nearest competitor. Rates: 1½ Cent a word, cash with the order; or 12 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

NEW YORK

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N. Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

Gold Mark Papers

ILLINOIS

Bakers' Helper (©©), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (©©). Actual average circulation for 1914, **16,420**.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (©©).

Boston Evening Transcript (©©), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (©©). Only French daily among 75,000 French population.

NEW YORK

Brooklyn Eagle (©©) is THE advertising medium of Brooklyn.

Dry Goods Economist (©©), the recognized authority of the Dry Goods and Department Store trade.

New York Herald (©©). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

Scientific American (©©) has the largest circulation of any technical paper in the world.

PENNSYLVANIA

THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (©©), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The **Memphis Commercial-Appeal** (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both *quality* and *quantity* tests. Daily, over **64,000**; Sunday, over **98,000**; weekly, over **98,000**.

WASHINGTON

The **Seattle Times** (©©) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The **Milwaukee Evening Wisconsin** (©©), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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ADVERTISING RATES

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page
Smaller space, 35c per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover.....	\$125	Page 5.....	\$100
Second Cover.....	75	Pages 7, 9, 11 or 13.....	75
Back Cover.....	100	Double Center [2 pages]...	150

87% and 50% Increase

From its first circulation statement under the Federal Laws (for the six months ending September 30, 1912) to the present time, The Chicago Tribune shows an unbroken record of steady and tremendous increase that surpasses that of any other newspaper in the world.

The Sunday Circulation Increase is 87%
The Daily Circulation Increase is 50%

In Sunday circulation, The Chicago Tribune now ranks second in the United States.

In morning (excluding Sunday) circulation, The Chicago Tribune now ranks third in the United States.

In Chicago, The Tribune's morning (excluding Sunday) circulation is greater than that of the other morning papers *combined*, and its Sunday circulation exceeds that of the nearest paper by nearly 100,000.

The Chicago Tribune prints more advertising than any other metropolitan newspaper in the world.

The Chicago Tribune

The World's Greatest Newspaper
(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco